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| **NSI elaboration help cards**  This is a strength because…   * What aspects of NSI do the participants in Asch’s research show? * Therefore, is NSI a valid explanation of why people conform? |
| **NSI elaboration help cards**  This is a strength because…   * What was more important to the participants in this study – acceptance from a group or ‘doing the right thing’? * Therefore, does it demonstrated that people conform out of a desire to be liked? |
| **NSI elaboration help cards**  This is a weakness because…   * Why did the participants maintain the group view after the experiment? * What does this suggest about why people conform? |

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| **ISI elaboration help cards**  This is a strength because…   * For what reason did the participants look to those visible during the debate? * Why? * What does this suggest about why people display internalisation? |
| **ISI elaboration help cards**  This is a strength because…   * What type of situation did Sherif’s research put people in? * Why did they listen to each other? * What does this suggest about why people display internalisation? |
| **ISI elaboration help cards**   * Sherif’s research was completed in a laboratory and therefore the environment was artificial |