**Variables affecting conformity**

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| **Situational Variable – A01** | **Link to Asch’s research – A03** |
| **Size of group –** |  |
| **Unanimity –** |  |
| **Task Difficulty –**  ***Individual variables*** *are personal characteristics that affect the degree to which individuals yield to group pressures; included within this are gender, mood and culture. Extend your knowledge by reading about how individual variables affect conformity rates.* |  |
| Research indicates that conformity rates increase as the size of the majority influence increases, but there does come a point where further increases in the size of the majority does not lead to further increases in conformity | Asch (1956) found the following results when using one real participant  1 confederate = low conformity rate  2 confederates = 13% conformity rate  3 confederates – 32% (similar to original study)  \*Any increase beyond this (even up to 15 confederates) had no further effect on the overall conformity rate\* |
| Conformity rates have been found to decline when majority influence is not unanimous (in agreement). The important factor though would seem to be in the reduction in the majority’s agreement, rather than an individual being given support for their opinions. Conformity rates drop even if the rebel doesn’t support the real participants viewpoint | Asch (1956) found that if there was one confederate who went against the other confederates, conformity dropped from 32% to around 5.5%.  If the rebel went against both the other confederates and the real participants, conformity still dropped to 9% |
| Greater conformity rates are seen when the task difficulty increases, as the right answer becomes less obvious. This means that individuals will look to others more for guidance as to what the correct response is | Asch (1956) increase task difficulty by making the comparison lines more similar to each other, findings that when he did so participants were more likely to conform to wrong answers; thus demonstrating the effect of task difficulty on conformity. |