



Conformity

Psychology 320
Social Psychology

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1

Psyc 320 – Social Psychology

Norms

- Reason to
 - Salt the tip jar
 - Tell of other interests
- Norms must be activated
- Littering sure...but what about sexual harassment.



2

Psyc 320 – Social Psychology

Norms for Sexual Harassment

- Female confederate → touched inappropriately by experimenter or not.
- If touched inappropriately → male participant more likely to touch her inappropriately as well. (Pryor & colleagues)

3

Psyc 320 – Social Psychology

Enforcement

- Violations of social norms vs. logic
- Internalization → it's right
- Consensus → we all do it
- Frequent Activation
- Action heuristics → it's easier

4

Psyc 320 – Social Psychology

Norms

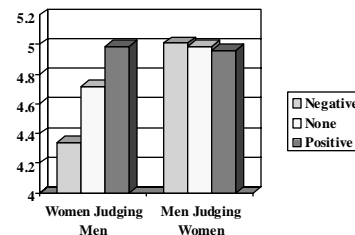
- Implicit or Explicit
- Prescriptive or Proscriptive
- To do or To NOT do
- Body Image
 - Eating Disorders, Exercise Disorders
 - GH sales, Power Bars, Steroids

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Psyc 320 – Social Psychology

Social Influence Graziano & colleagues (1993)

- Judge photo attractiveness when knowing other's ratings or not.



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Norm of Social Reciprocity

- Communality is rare in groups.
- Avoiding favors.

7

Norm of Commitment

- In for the long haul.
- Self-perception.
- Quitters never win.

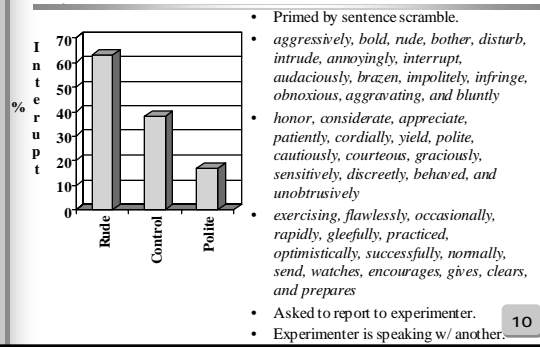
8

Norm of Obedience

- Authority—Legitimate, responsible, accessible
- Blaming the victim
 - ‘Belief in a just world’
 - Rape prevention

9

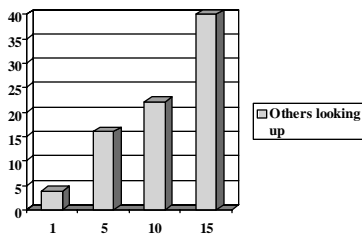
Bargh, Chen, & Burrows (1996)



10

Look!

- Milgram (1969)—NYC



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