



Conformity

Psychology 320
Social Psychology

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Psyc 320 – Social Psychology

Compliance

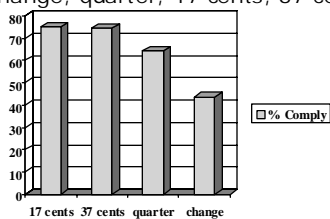
- Friendship/Liking
- Commitment/Consistency
 - Foot in the door—Small agreement→large agreement
 - Low Ball—deal not as good
- Scarcity
 - Playing hard to get
 - Deadline Technique
- Reciprocity
 - Door in the face—huge request→small request
 - That's not all—concession
- Social Validation: What we think others would do.
- Authority

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Psyc 320 – Social Psychology

Compliance

- The pique technique—Santos, Leve, & Pratkanis (1994)
- Female panhandler requests:
 - change, quarter, 17 cents, 37 cents.



3

Psyc 320 – Social Psychology

Obedience

- Milgram's Shock Studies
 - Learner←actor who was being 'shocked'
 - Participant←delivered punishment
 - Experimenter← "you must go on"
 - Even when Participant was delivering orders.
 - 37 of 40 went to 450 volts of shock
- Lab coat, responsibility
- External locus of control

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