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Asch conformity experiments

From Wikipedia, the free encyclopedia

In [psychology](#), the **Asch conformity experiments** or the **Asch Paradigm** were a series of laboratory experiments directed by [Solomon Asch](#) in the 1950s that demonstrated the degree to which an individual's own opinions are influenced by those of a majority group.^{[1][2][3][4]}

The methodology developed by Asch has been utilised by many researchers and the paradigm is in use in present day [social psychology](#). The paradigm has been used to investigate the relationship between conformity and [task importance](#) ^[5] [age](#) ^[6] [gender](#) ^{[7][8][9][10]} and [culture](#).^{[5][10]}

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Initial conformity experiments

Methodology [\[edit\]](#)

In 1951, [Solomon Asch](#) of [Stanford University](#) conducted one of his first conformity experiments, laying the foundation for the remaining conformity studies. The conformity experiment was published on two occasions.^{[1][11]}

Male college students participated in a simple "perceptual" task. In reality, all but one of the participants were "confederates" (i.e., actors), and the true focus of the study was about how the remaining student (i.e., the real participant) would react to the confederates' behavior.

Each participant was placed in a room with seven "confederates". Confederates were told the true aim of the experiment, but were instructed to act as participants to the "real" participant. Participants were shown a card with a single vertical line on it (the reference line) and another card with three lines on it (lines

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One of the pairs of cards used in the experiment. The card on the left has the reference line and the card on the right shows the three comparison lines.

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Initial conformity experiment [edit]

Data item

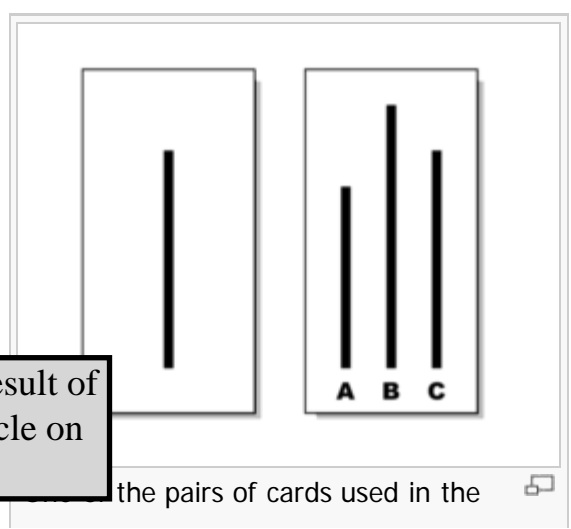
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Methodology [edit]

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Male college students participated in a simple "perceptual" task. In reality, all but one of the participants were "confederates" (i.e., actors), and the true focus of the study was about how the remaining student (i.e., the real participant) would be influenced by the confederates' behavior.

Each participant was placed in a room with several other participants.



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