

Candidate 5 evidence

4a	One situational factor in conformity is group size. Group size can affect conformity levels as having a certain amount of people against you will increase conformity rates. Asch found that conformity levels are at their highest when there are 3 people against 1.		
4b	Collectivist cultures tend to have higher conformity rates as they believe that family and friends should be put before		

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	themselves, increasing conformity rates.
16	Adam laughs at his colleagues' jokes even though they are not funny due to normative social influence which is when someone conforms to fit in with others and not be outcast or judged. Adam is fearful that if he does not laugh like everyone else he will be left out from the group. Also, since he has started a new job he will want to make a good impression so he joins in with others.
	Leah does everything the same way as others because of informational social influence. which is following conforming to others because a task is difficult and they don't know what to do. Leah is copying others because she believes they

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have more information than her. Since this is a new job for her she may be unaware of what to ^{do} exactly, so she looks to others for guidance. She also wants to make a good impression. because it is a new job and doing something wrong may result in a demotion or ~~fire~~ her being fired.

4(d)(i) Asch

Aim: To see if people will conform to others even if the task is easy.

Method/procedure: This was a lab experiment which consisted of 50 males from the USA. They were placed in a group with 7 confederates. Each group was shown three vertical lines of varying height and they had to compare them to another

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	vertical line.
	The confederates were instructed to give the wrong answer each time.
	The true participant would not answer last.
	Results: Asch found that the average conformity rate was 32%. and 75% 75% of participants conformed at least once.
4(d)(ii)	One strength of this study is that it was conducted in a lab therefore it can be easily controlled and replicated. One weakness of this study is that it was used participants all from the USA meaning that it can't be generalised to the rest of the world.