

## Candidate 2 evidence

4a	<p>conformity is when we want to fit in or we think other people are right so we copy what others are doing. Conformity <del>can come</del> <sup>we</sup> <del>in</del> <sup>for</sup> <del>2</del> <sup>reasons</sup> forms, either informational or normative. They are conforms all the time however there are many factors involving conformity such as gender, self-esteem, culture <del>etc</del> etc.</p>
b	<p>Minority influence is when a minority of people make the majority of people conform for their views such as the suffragettes. They make people conform using flexibility, confidence and passion about their cause.</p>
c	<p>Hana is from a collectivist culture and Alex is from an individualist culture. Collectivist cultures admire conformity and <del>sticking to</del> <sup>looking after others</sup> and they have strong family bonds. Kim and Marcus studied advancement in both collectivist and socialist cultures, <del>the</del> <sup>they</sup> found that in collectivist advancements the main goal was sticking in and being liked while in individualist cultures they promoted standing out and being unique. As collectivist</p>

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	<p>cultures are pressured to conform more than Alex is more likely to conform than Alex. In collectivist cultures include, Korea, Japan, Thailand etc and individualist cultures include America, Scotland, France etc. Individualist cultures value independency and it is a bad trait to rely on someone else. It is also encouraged to stand out. Therefore Alex is going to want to do what he wants more than take into consideration the rest of his class.</p>
d	<p>Normative social influence is when someone wants to be liked or fit in so they conform. This usually happens among friends. Normative social influence is <del>comp</del> usually compliance and that means that on the outside they have changed their behavior but their internal views are still the same so if they stop hanging out with those friends they will stop doing it. An example of Normative social influence is if somebody tells a joke in your friend group and everybody laughs, they laugh too even if they think the joke isn't very funny.</p>
e	<p>Situational factors for conformity involve group size and group unanimity. In an Asch</p>

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	<p>variation study. The group size was changed and the study run again. The best group size for conformity was between 3-5 people. For group unanimity even if one person also guessed the right answer the conformity rate was dropped. The more people saying the right number <del>also</del> the conformity rate got lower. In the Asch experiment when no one except the non-confederate original, the conformity rate was 75%. confederates at least are and 25% never conformed. <del>The number</del> Individual factors also affected the conformity rate such as gender and self-esteem. In Mori and Arai found that women are more likely to conform than men and Asch found that people with lower self-esteem conform more than people with a higher self-esteem.</p> <p>f The Mori and Arai study was unethical as they were deceived as they were told the glasses were to protect their eyesight and they weren't told the true nature of the experiment at first. Also cannot generalise to other cultures or ages as only <sup>and in college</sup> Japanese participants were used.</p>