

Conformity, Compliance, & Obedience Experiments

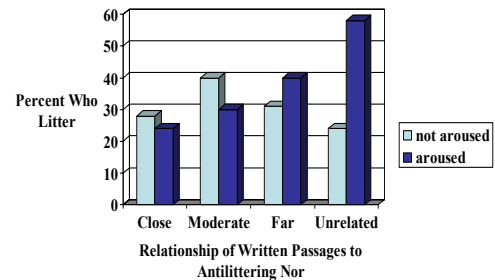
Killgren, Reno, & Cialdini (2000)

- presented 4 messages against littering
- all varied with respect to how directly they addressed littering (vs. related issues like noise pollution or civic responsibility in general or completely unrelated issue).
- ½ p's walked up and down stairs for 3 minutes (high arousal)
- ½ rested

Killgren, Reno, & Cialdini (2000)

- Measured heart rate using a procedure requiring a sticky goo on the palms. Gave p's a paper towel to wipe it off and measured whether they threw it away when left or littered.
- P's in low arousal condition littered less (regardless of message type)
- P's in high arousal littered less when message directly addressed littering.
- Arousal made norm less "automatically available"

Killgren, Reno, & Cialdini (2000)



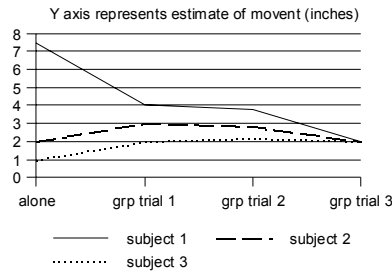
B. Muzafer Sherif & the Autokinetic Effect

- 1) - Investigates the formation and perpetuation of group norms.
 - P's view small light 50 ft away in a completely dark room.
 - Autokinesis occurs = Light appears to move, because of the constant movement of the eye. The lack of visual cues make the light look like it is moving back and forth.

B. Sherif Cont.

- 2) P's view light alone and estimate how far the light is moving.
- 3) P's view light in groups and publicly state their estimates. Every 2 minutes they make a new estimate.
 - P's start out with very different estimates
 - Over time they reach consensus. All tend to report similar estimates.

Sherif Autokinetic Study



B. Sherif Cont.

- 4) If add a confederate who hold firm, all estimates gravitate toward confederate's estimate.
- 5) If add new P's they gravitate toward group norm.
- 6) Jacobs & Campbell (1961)– An inflated group norm (established by a confederate) will persist for five generations.
 - This demonstrates effects of history and cohort on group norms

C. Solomon Asch & The Line Judgement Studies

- 1) Investigated conformity to a group that is clearly wrong.
- 2) Participants have to match one of 3 lines of different lengths with a target line.
- 3) When alone, participants were correct 99% of the time.
- 4) Group Condition :
 - 6 confederates and 1 participant
 - Group seated in ½ circle facing stimulus chart
 - P's seated in 6th position (so five confederates report judgments before Ps' turn)

C. Solomon Asch Cont

- 5) 12 of 16 trials, Confederates made correct matches. On 4 trials, Confederates made incorrect matches (but all confederates gave same incorrect answer).
- 6) Results
 - on critical trails 37% went along with the group.
 - 76% of P's gave at least one incorrect answer.
 - 5 % of P's made errors on non-critical trials

Freeman & Frazier (1966)

Large request = 2 hour home inspection of household products

Small request = answer some questions about the soaps used

4 conditions

- 1) Agree and Perform = perform small request at time 1, then large request is made at time two
- 2) Agree Only = agree to small request at time 1 but don't perform it
- 3) Familiarization = contact twice but no request made at time 1
- 4) One-contact = contact once and make large request at time 2

Freeman & Frazier (1966)

Results

Condition	% Agreeing to Large Request
Agree & Perform	52.8
Agree Only	33.3
Familiarization	27.8*
One Contact	22.2**

* $p < .07$, ** $p < .02$; Significantly different from Agree & Perform Condition

Jerry Burger (1986).

- Students were 66% more likely to buy a cupcake for \$.75 if they thought they were going to be given a unique deal, where they also get 2 cookies with the cup cake (73% bought it).
- Customers that were told that the cookie and the cupcake were just sold together for \$.75 were less likely to buy it (44% bought it).

A. The Milgram Obedience Studies

- A. The Milgram Obedience Study
- The Back ground
 - Hanna Arendt's Report: *A Report on the Banality of Evil*
- Interviews with Adolph Eichman's During his Trial (1961)

1. The Milgram Article

- 65% (26 of 40 males) went to XXX (450 volt level)
- subsequent studies find same % for females
- 100% of subjects went all the way to the 300 volt level.
 - point where Learner pounds on wall and stops responding
- Only 5 subjects refuse to go beyond this point.

2. The Video

- Teachers can hear the learner throughout the study.
 - 75 - 105 volts learner grunts
 - 120 -255 volts learner cries OUCH
 - 270 volts learner screams in agony, requests to be let out.
 - 315 - Learner refuses to answer any more.
 - 330 - Learner is silent
- 65 % Obedience to XXX (450 volts)

B. Manipulating Obedience

1. Unanimity of the Experimenters
 - at 125 volt level Learner screams, E1 says continue , while E2 says stop.
 - 100 of S's Stop
2. - Groups - (analogous to Asch's study)
 - Groups of 3, 1 Subject and 2 confederates
 - C1 rebels at 150 volts, C2 rebels at 210
 - Only 10% of S's went to 450

B. Manipulating Obedience Cont

3. Proximity (psychological & physical) of the Victim
 - Increased proximity = decreased obedience.
 - In same room obedience = 40%
 - Hold Learners Hand = 30%
4. Proximity of the Experimenter
 - in room
 - over phone
 - on tape recorder

B. Manipulating Obedience Cont

5. Legitimacy of the Researcher
 - No Lab coat, average Joe, less formal demeanor = 19% obedience
6. Legitimacy of the Setting
 - Run down office building in Bridgeport
 - 48% compliance (not a significant decrease)

B. Manipulating Obedience Cont

7. Other Variables
 - Gradual escalation of requests
 - Little time for reflection
 - Experimenter takes full responsibility

Question?

- Ethics - Do you have a problem with this type of research?
- Would it still hold today?