

CONFORMITY

Reading. Franzoi, Chapter 9

Terms you should know.

Conformity .....  
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Compliance .....  
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Acceptance .....  
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Obedience .....  
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Social Influence .....  
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Social Power .....  
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Sherif studies .....  
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Social Norm .....  
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Asch studies .....  
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Normative Influence .....  
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Informational Influence .....  
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Anticonformity .....  
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Minority Influence .....  
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Milgram studies .....  
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Reactance .....  
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Getting Compliance

Door in the face .....  
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Foot in the Door .....  
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That's not all effect .....  
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Lowballing .....  
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Social Impact Theory .....  
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Concepts you should master.

1. What conditions affect conformity and how can conformity be influenced?
2. What factors affect obedience?
3. What personality factors seem to influence conformity?
4. When is Minority Influence most effective?
5. What factors affect compliance?
6. What factors affect obedience?