

CONFORMITY

In the past two years the Democrats have almost voted the same way on most issues. Is it because all believe the same regardless of the issue? It is hard to believe that every one of them agrees on every issue as there are almost someone in a group believes differently. Thinking about this I remembered a classic experiment that explored it. Maybe this experiment will help understand what has and is happening.

Asch Conformity Study



Study Conducted by: Dr. Solomon Asch

Study Conducted In 1951 at Swarthmore College

Experiment Details: Dr. Solomon Asch conducted a groundbreaking study that was designed to evaluate a person's likelihood to conform to a standard when there is pressure to do so.

A group of participants were shown pictures with lines of various lengths and were then asked a simple question: Which line is longest? The tricky part of this study was that in each group only one person was a true participant. The others were actors with a script. Most of the actors were instructed to give the wrong answer. Strangely, the one true participant almost always agreed with the majority, even though they knew they were giving the wrong answer.

The results of this study are important when we study social interactions among individuals in groups. This study is a famous example of the temptation many of us experience to conform to a standard during group situations and it showed that people often care more about being the same as others than they do about being right.

