

### **PsychSim 5: EVERYBODY'S DOING IT!**

**Name:** \_\_\_\_\_ **Section:** \_\_\_\_\_

**Date:** \_\_\_\_\_

This activity explores the issue of social influence—how the behavior of other people affects your behavior.

#### **Social Influence**

- What is conformity?

#### **Explaining Sherif's Results**

- Why did Sherif's participants change their estimates when they had to call out their answers in the presence of other people?

#### **Explaining Asch's Results**

- Why did Asch's real participants deny the evidence of their eyes and report the obviously incorrect answer chosen by the other group members?

#### **Motives for Conformity**

- Explain the difference between the two main motives for conformity: informational social influence and normative social influence.

#### **Group Size and Conformity**

- What do you think happened in the "Gawker's" study? Can you predict the results?

#### **Resisting Social Influence**

- What is reactance?