1. What does “conformity” mean according to psychologists?

2. The usually unspoken rules or guidelines for behavior in a group are called ______________
   ______________.

3. Soloman Asch wanted to study “perceptual conformity”. What does this phrase refer to?

4. Describe and/or draw the method of Asch’s experiment.

   a. Approximately _____ went along with the group’s incorrect consensus at least once.
      For all trials combined, participants agreed with the group on the incorrect responses
      about ______________ of the time.

5. How were Asch’s results important to the field of psychology?

6. What four specific factors determine the effects conformity has on our behavior?

7. Examine figure 38-2 on page 298. What happens to the amount of conforming behavior as the number of group members increases?

8. One criticism concerns whether Asch’s findings can be ________________________________
    ________________________________ ____________________________.

9. Which of the recent applications of Asch’s work did you find most interesting? Explain why.

10. What’s one example of when you have conformed to a group behavior or attitude?