

Research Activity 1

Expecting consensus

Ask 10 people to tell you which drink they think is better: Pepsi or Coca-Cola. In addition, ask them to estimate the percentage of other people who share that preference.

Check if people tend to overestimate the extent to which others agree with them.

Research Activity 2

Replicating Milgram's other study

Most famous for his research on obedience, one of Milgram's other studies is also a quite clever (although perhaps less shocking) demonstration of conformity. In 1969, Milgram, Bickman and Berkowitz observed what happened when one or more people stopped on the sidewalk and gazed up at the sky. The researchers simply counted the numbers of passersby who looked up as well and used that as a clever measure of conformity. Read more about the study at the link below, gather some friends, and see if you can replicate their results. This is guaranteed to be a foolproof—and fun—demonstration of conformity.

www.laymanpsychology.com/social-proofing/

Reference

- Milgram, S., Bickman, L., & Berkowitz, L. (1969). Note on the drawing power of crowds of different size. *Journal of Personality and Social Psychology*, 13, 79-82.

Research Activity 3

Mastery and connectedness

Think of a situation in which you accepted the group's norm while privately disagreeing. Why did you conform? Think whether your reason fits the need for mastery, the need for connectedness, or both.

Research Activity 4

Minority influence in the courtroom on film

12 Angry Men, the 1957 movie starring Henry Fonda, portrays a classic example of jury deliberations. Watch the movie (try the link below, or rent the video) and see how dissenting jurors are treated. Does the majority or the minority win the day in this movie? What tactics do both groups use to bring other jurors to their side, and do these tactics accurately reflect the discussion of minority influence from the text? Finally, see if you can guess the order in which the jurors will change sides.

So, gather around the movie screen, pop some popcorn, and have fun applying social psychological principles to movies!

Reference

- Lumet, S. (Director). (1957). *12 angry men*. United States: United Artists.
www.youtube.com/watch?v=RelOJfIyp8