

Crutchfield's Experiment

Experimentation: CRUTCHFIELD

Aim

Observe the effect on private to public conformity

Method:

- Participants placed in booths of their own in a private atmosphere
- Asked to agree and disagree
- Aware of answer of others too - after they had been manipulated by the experimenter

Results

Conformity changed depending on task

Conclusion

Conformity varied depending on the task. This suggests that difficulty was a factor, regardless whether it is public or private.

Social Norms

- Behaviour within society
- What we follow.
- Patterns of behaviour of certain group