**Conformity**

Who conducted the study?

Describe the procedure (Including IV & DV):

What percentage of people conformed at least once?

Influences on Conformity

|  |  |
| --- | --- |
| Factors that increase: | Factors that decrease: |
|  |  |

What is the difference between conformity and obedience?

**Obedience**

Who conducted the study?

Describe the procedure(Including IV & DV):

What percentage of people gave the highest level of shock?

Influences on Obedience

|  |  |
| --- | --- |
| Factors that increase: | Factors that decrease: |
|  |  |

What is the difference between conformity and obedience?

**Social Norms & Roles**

Who conducted the study?

Describe the procedure(Including IV & DV):

Define the following terms and explain how they relate to this study:

Social Norms –

Social Roles –

Scripts –

Why did this study need to be ended early? What does this indicate about the influence of society and the environment on human behavior?

**Bystander Effect**

Who conducted the study? (NOTE the difference between Kitty Genovese & the researchers)

Describe the situation that led researchers to study the bystander effect?

What is “Diffusion of Responsibility” and how does it relate to the bystander effect?

Influences on Altruism (helping behavior)

|  |  |
| --- | --- |
| Factors that increase: | Factors that decrease: |
|  |  |