Contents

1	THE NATURE OF CONFORMITY AND ITS INVESTIGATION	
	Defining Conformity Conformity as change toward a group. The compliant skeptic versus the true believer. Measuring compliance and private acceptance. Does one have to change in order to conform? Conformity to what? Conformity as a personality trait. A note on group pressure. Research in Conformity An experiment on cheating: generating hypotheses, experimental design, procedure, results, measuring private acceptance.	13
2	GROUP PRESSURE	24
	The Group	24
	Individual Involvement in Groups	28
	Group Pressure Why group pressure is effective. Norms and roles. Conflicting group expectations. Other effects of group pressure on the individual.	31
3	COMPLIANCE	40
	Why Comply?	41

	Early Experimental Techniques		•	45
	Use of the Classical Techniques			49
	Recent Research on Compliance	•	•	55
4	PRIVATE ACCEPTANCE AND INTERPERSONAL VARIABLES .			61
	Distinguishing between Public Compliance and Private			62
	Acceptance	•	•	02
	Attraction to the Group Attraction and cohesiveness. Sources of attraction. Factors contributing to the effect of attraction on private acceptance. Theoretical issues. Status.	•	•	65
	Other Variables	•	٠	76
5	PRIVATE ACCEPTANCE AND COGNITIVE VARIABLES			88
	When Do We Believe What Others Tell Us? Credibility and trustworthiness. Relative ability. The range of possible opinion. Information restriction and the need to be correct.	•	•	89
	Reinforcement	•	•	93
	Dissonance Theory and Related Effects Dissonance theory. Festinger's work. Group initiation. Effect of attraction on compliance and private acceptance. Reactance and the need for behavioral freedom.	•	•	97
	REFERENCES			109