**Video Title:** Asch Conformity Experiment

**Video URL:** <https://www.youtube.com/watch?v=NyDDyT1lDhA>

**Run Time:** 5:47

**Source:** Heroic Imagination Project/YouTube

**Closed Caption Available:** Yes

This video shows Asch's classic conformity experiment. The real participants in the experiment believed they were participating in an experiment on visual perception. The participants judged the length of lines in a group of what they believed were other participants. Judgments were given out loud and the task was very easy. On "critical trials" the other people in the room (who were working for Asch) gave an incorrect answer. Asch found that the real participants conformed in 37% of the critical trials. As you watch the video, answer the following questions:

1. In the experiment shown in the film, how did the experimenters induce conformity?

2. What were the reasons given by participants for conforming?

3. What happens when the real participant has a “true partner” in the group?

4. What does the true partner effect show about the nature of conformity?

5. How do informational and normative conformity differ?

6. How do you think you would have reacted in the position of the real participant? Would you have conformed or not (and why)?