

## Part ①

### Que. 1

#### Definitions of conformity.

It's the tendency to adjust or change one's behaviours, thoughts & attitudes to be in agreement with that of an individual or group, @ the expected standards of behaviour in a specific situation (Social/norm).

#### Types of Conformity:

we agree because we want to fit with society

##### 1. Normative conformity (Soloman Asch)

- normative social influence, refers to influence of others on one's action or choices because of an individual desire to avoid social punishment.

##### 2. Informational conformity (Muzafer Sherif)

- Info. social influence refers to the influence of other people on one's thoughts or actions that arises from using their comments or actions as a guide to what is correct or right.

#### Factors that influence conformity:

we agree because we are not sure

1. Group Size: the bigger the group, the more conformity.

2. unanimity: the more people agree; the more conformity.

3. Expertise & Status: competence in a domain / decreases / conformity.

Part ②  
3 & 4

3) Intergroup & motivational factors -

1 - Fundamental motives between groups

- \* People like to form affiliations. → انتماء
- \* Leads to an us Vs. them mentality (in-group Vs. out-group).

2 - Terror management theory

- \* The perception of a threat to cultural way of life leads to prejudices & discrimination against the perceived threat. <sup>تحي</sup>

3 - Realistic conflict theory

- \* Conflicts over scarce resources (Land, money, jobs) between or among groups.

4 - Relative deprivation

- \* The perception that one group is faring better another group sets up the attitudinal issues

- \* The identity activated depends on the situation.

- \* When group identity is threatened, the group bands together against the out-group.

5 - Social identity theory

- \* Individual & group identity.

6 - Motives for intergroup dominance → power & inf. over others.

- \* Social dominance orientation may allow for ex. a majority in a country / State to put in place structure that (Subjugates) a minority.

Control

## 4) Cognitive & cultural factors.

Some ppl who are in the group can be different too!

### 1 - Social categorization:

- \* we like to classify individuals based on their characteristics.
- \* It leads to an over exaggeration of between-group differences & minimization of within group differences.

### 2 - Dehumanization:

- \* we think of the "Other" or out-group like objects, instead of human being

### 3 - Culture & Socialization:

- \* how a society teaches children to learn its rules & customs how to behave.

#### (a) gender stereotypes:

Boys & girls are inundated with messages about sex - appropriate behaviors.

#### (b) Social role theory:

Expectations regarding gender roles for men & women influences attitude.

#### (c) Media/messages:

Can perpetuate negative attitudes.

#### (d) Social Learning theory:

By observing & modeling parental behaviors.

agree even if they don't accept it, but show it only with the people who they feel safe & comfortable with

## 4 - Normative roles:

- \* normative conformity can increase adherence to negative attitude
- \* In Modern times such negative attitude become covert / hidden because society frowns upon it, & it's only exhibited when the people feels safe to do so.

Que. 8  
(B)

(B) The alternate routes to Self-persuasion.

(1) Self-perception, Daryl Bem (1965)

- It describes the process through we form attitudes by observing our beh. & then inferring what attitude led to the behavior.
- Introspection is not a reliable way to come to conclusion about our attitudes, So we use our behavior to determine what our attitudes are.

(2) Impression Management theory, Erving Goffman (1959)

- we attempt to control the impressions others form of us.
- We create impression using :

(a) expressions we give (say or do)

(b) expressions we give (non-verbal body lang.)

- we use accounts to explain our behavior :

(a) excuses - to lessen our responsibility for an action.

(b) justification to indicate why our behavior was positive or necessary.

(3) Self-affirmation theory, Claude Steele (1980's)

- we have a fundamental motive to maintain a positive self-concept or sense self.

- attempts to explain how individuals adapt to info. or exp. that are a threat to the self.

\* Strategies :

- A. accommodating to the experience :  
- accept the failure or the threat & use the change attitude or behavior.

B. Direct psychological adaptations :

1. Construal of event: See failure as a learning experience.

2. defensive bias: deny or distortion

C. Indirect psy. adaptation: It suggests that sources of the self are fungible. changeable