

9.3 Conformity, Compliance and Obedience  
F. Identify the contributions of key researchers in the areas of conformity, compliance, and obedience.  
G. Explain how individuals respond to expectations of others, including conformity and obedience to authority.

Conformity

Norms

Compliance

Social Influence

Normative Social Influence

Solomon Asch’s Conformity Study

Stanley Milgram’s Obedience Study

Variations and Findings