

Conformity

Psychology

Asch's line study, the variables that changed it, and why people conformed.

Asch's variations and their effect on conformity rates.

Variation	Effect
Baseline	~37% of critical trials conformed
One dissenting ally	Falls sharply, to around 5%
Group size 1–2	Very low conformity
Group size 3+	Little further increase
Written answers	Falls — normative pressure removed
Task made harder	Rises — informational influence

Two influences: normative — wanting to be liked; informational — believing others know better. The variations separate them.