Factors That Promote Conformity

You’re more likely to conform to group norms when:

- You are facing a unanimous group of at least four or five people
- You must give your response in front of the group
- You have not already expressed commitment to a different idea or opinion
- You find the task is ambiguous or difficult
- You doubt your abilities or knowledge in the situation
- You are strongly attracted to a group and want to be a member of it

SOURCES: Asch (1955); Campbell & Fairey (1989); Deutsch & Gerard (1955); Gerard & others (1968); Tanford & Penrod (1984).