

Figure 11.1 Social facilitation/inhibition on simple versus difficult tasks (according to Zajonc, 1965, 1980).

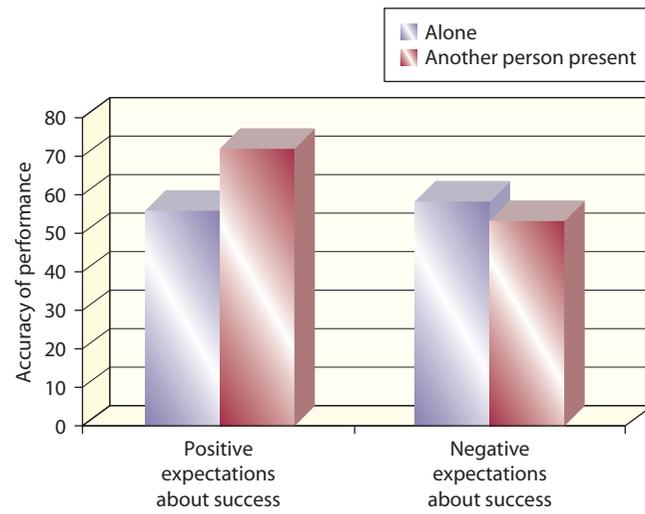


Figure 11.2 Social facilitation as a function of task expectations and the presence of others (data from Robinson-Staveley & Cooper, 1990).

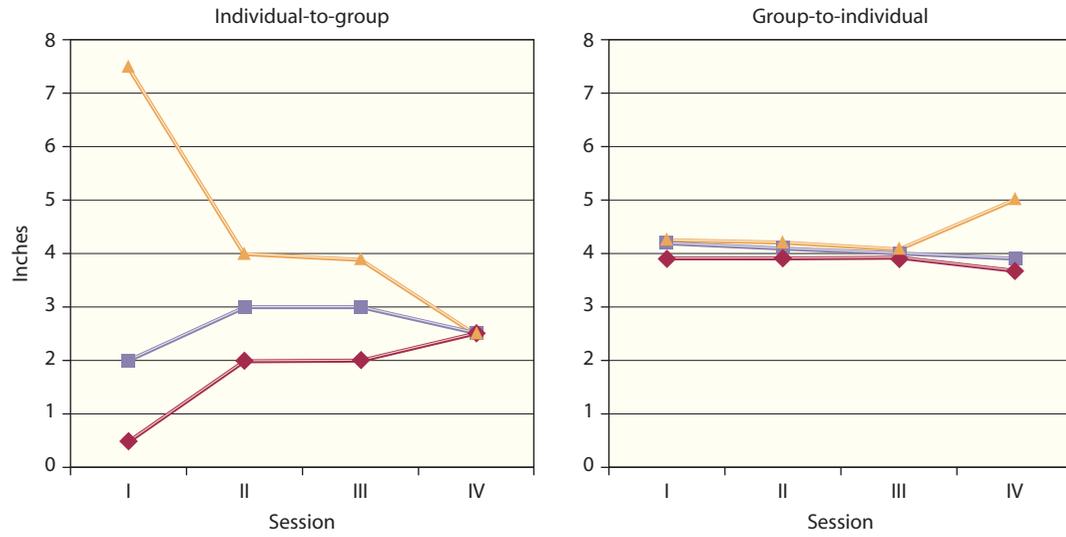


Figure 11.3 Median judgements of movement under alone (I) or group (II, III, IV) conditions (left), and under group (I, II, III) or alone (IV) conditions (right) in Sherif's (1935) study on norm formation. In each case, judgements by three participants are shown.

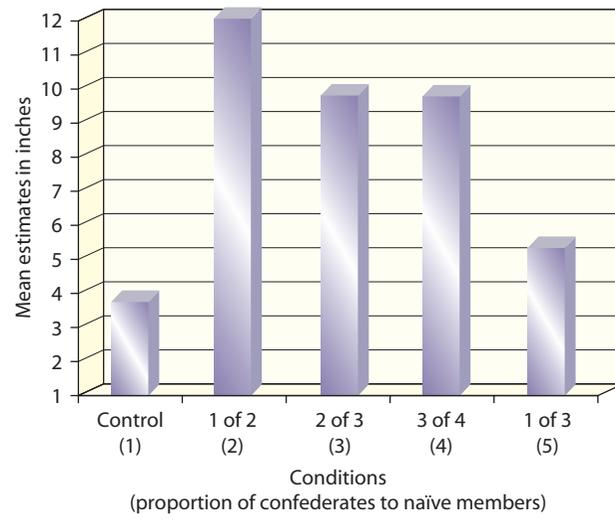


Figure 11.4 Mean estimates of autokinetic effect as a function of proportion of confederates to naïve group members (data from Jacobs & Campbell, 1961).

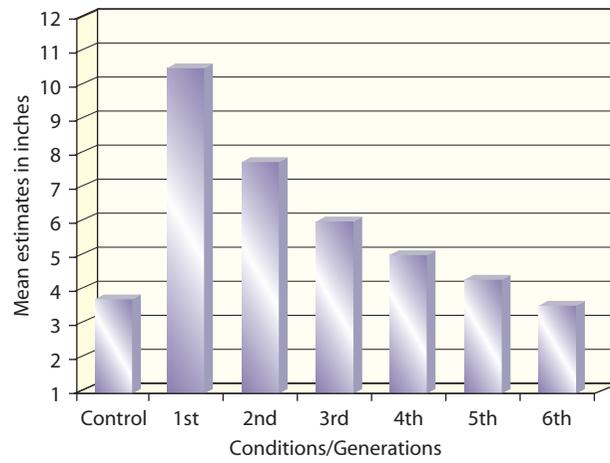


Figure 11.5 Mean estimates of autokinetic effect as a function of number of 'generations' since last confederate left the group (data from Jacobs & Campbell, 1961).

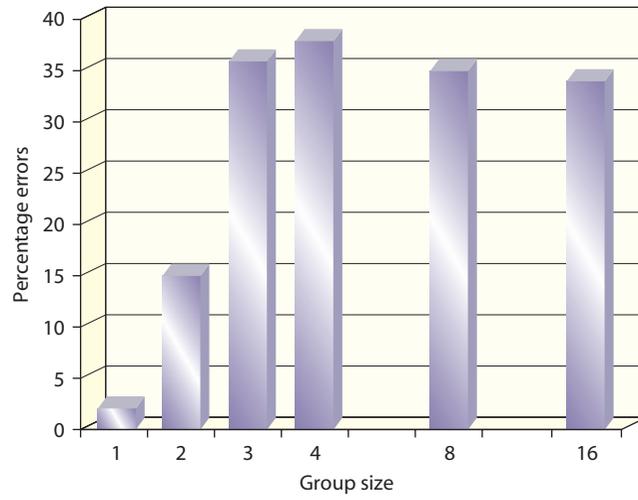


Figure 11.6 *Percentage of errors as a function of majority size (based on Asch, 1951).*

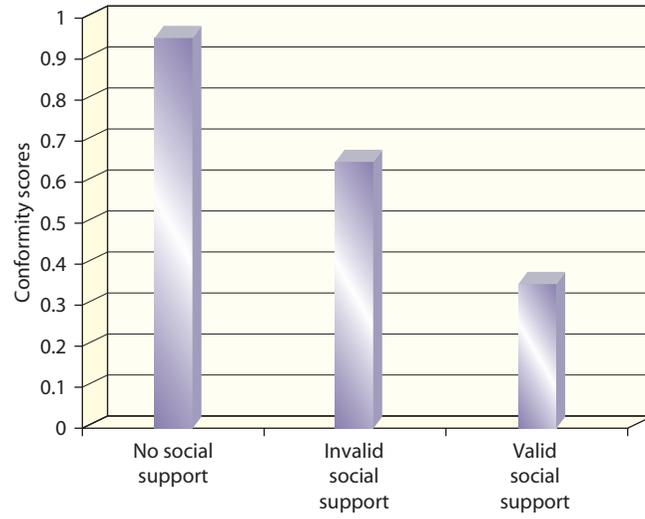


Figure 11.7 *Conformity in the absence and in the presence of types of social support (based on Allen & Levine, 1971).*

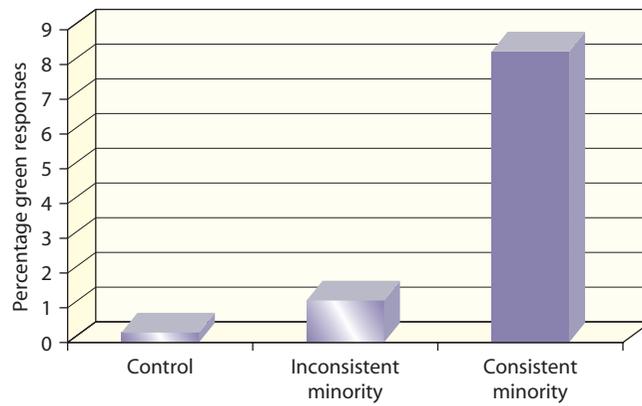


Figure 11.8 *Percentage of green responses given by majority participants in the experiment by Moscovici et al. (1969).*

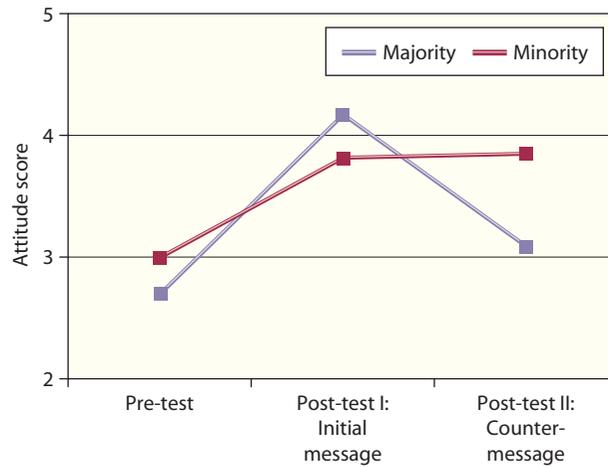


Figure 11.9 Mean attitudes as a function of majority vs. minority source and pre-test, post-test I (initial message) and post-test II (countermessage) (data from Martin et al., 2003). Note: greater agreement with the source is reflected by high scores on the initial message and low scores on the countermessage. The difference between initial message and countermessage reflects the degree of resistance – the smaller the difference, the greater the resistance.

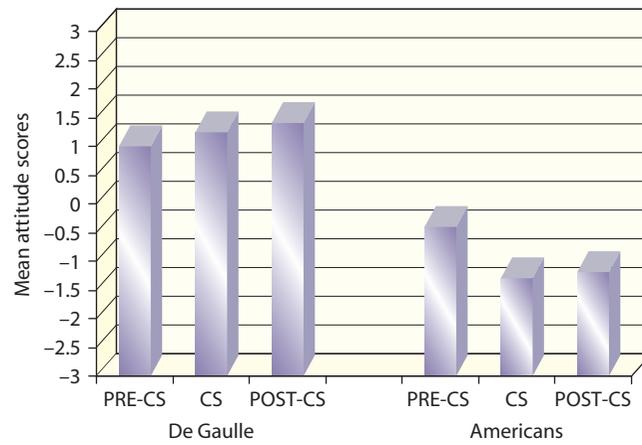


Figure 11.10 Group polarization: attitudes towards de Gaulle and towards Americans in pre-consensus, consensus and post-consensus conditions (data from Moscovici & Zavalloni, 1969).

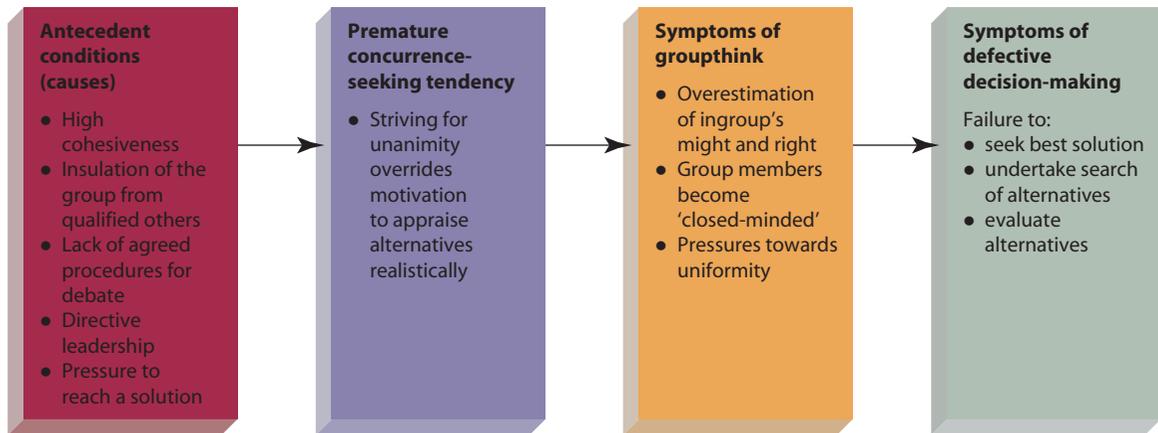


Figure 11.11 Schematic analysis of groupthink model (after Janis, 1982).

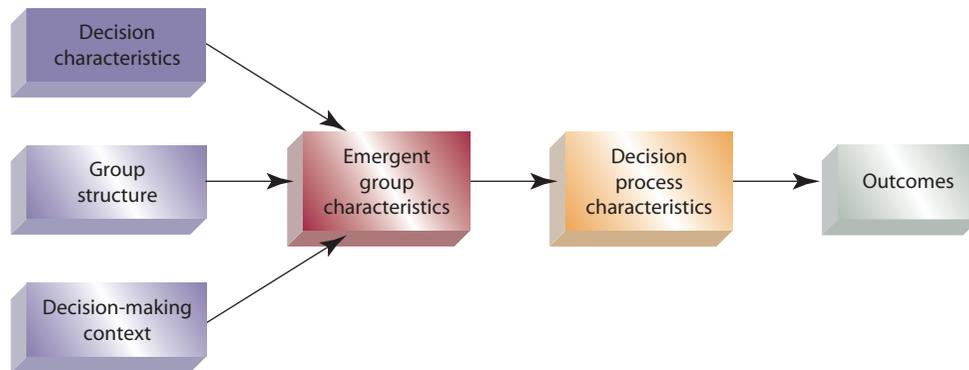


Figure 11.12 *Simplified general problem-solving model (after Aldag & Fuller, 1993).*

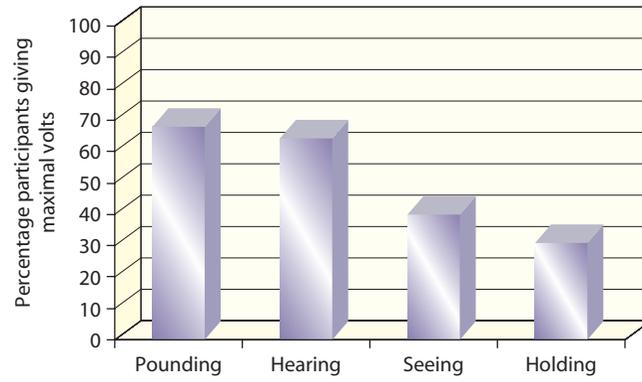


Figure 11.13 Obedience as a function of physical proximity (data from Milgram, 1974).

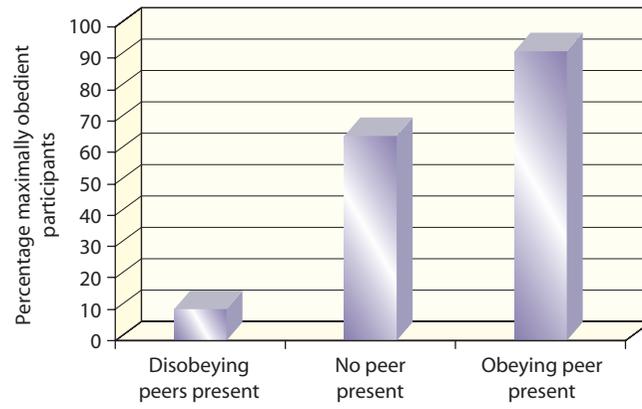


Figure 11.14 Obedience as a function of peer behaviour (data from Milgram, 1974).