

#16 - The Compliant Sadist and the Apathetic Bystander

Things to look for (A new feature on handouts....maybe...Tell me if you like it)

By the end of this lecture, you should be able to

- 1) Describe the classic Asch, Milgram, and MHRC exps? (and maybe Zimbardo).
- 2) Define and give examples of the three factors in Latané's Social Impact Theory
- 3) Apply what you have learned about social pressure to real world situations.

The limits of free will

The Asch Experiment - Peer Pressure

How much control do you have?

The Milgram Experiment (1963, 1974)

What is the set up?

What is a plausible guess about people's behavior?

What happened?

Why?

Why was this experiment done?

The Manufacturer's Human Relations Consultant's (MHRC) encounter (1981)

What is the set up?

What happened?

How does this compare to the Milgram study? Why?

Latané (1981) pronounced Latin A The law of social impact.

Three factors

Strength

Immediacy

Number

Can you think of brilliant examples of each of these?

IF TIME.....One more classic experiment

Zimbardo - The Stanford Prison Experiment

What is the set up?

What happened?

What does this add to the other experiments?

What is the point?

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