

1. Give an example of *contagious behavior* you have recently witnessed.

2. Define **conformity**:

3. What *factors may increase the likelihood of conformity*?

4. Define the following:

normative social influence:

informational social influence:

5. How can *conformity vary by culture*?

6. According to Milgram's research, when is obedient behavior the highest?

7. What *practical lessons* can we learn from Milgram's and Asch's experiments?

8. What is **social facilitation**?

9. Give an example:

10. How can social facilitation work both for and against a person?

11. What is **social loafing**?

12. Why does it happen?

13. What is **deindividuation**?

14. Give an example:

15. What is **group polarization**?

16. Give an example:

17. What is **group think**?

18. Give an example:

19. What is the relationship between *social control* and *personal control*?

20. Give an example of successful minority influence:

21. How can a minority group increase their chances of "swaying" the majority?