

## Variations in the Asch Study

Asch carried out many variations of his original study to find out which variable had significant effects on the amount of conformity.

There are three types of variations in Asch's study, which are:

### The difficulty of the task

Asch made the differences between line lengths smaller so that 'correct' answer was less obvious and the task more difficult.

### Size of the majority

Asch found that there was very little conformity when the majority consisted of just one or two individuals. However, under the pressure of a majority of three, the proportion of conforming responses jumped to about 30%.

### The unanimity of the majority

In Asch's original study, the confederates unanimously gave the wrong answer. When the real participant was given the support of either another real participant or a confederate who had been instructed to give the right answer throughout, conformity levels dropped significantly, reducing errors from 32% to just 5.5%.