

CONFORMITY: IN WITH THE IN CROWD

If everyone is thinking alike then somebody isn't thinking...George S. Patton

WHAT TO KNOW!

- ❖ Conformity is going along with a group of people to be accepted into the group and not being rejected as an undesirable person
- ❖ Conformity can either have good effects, such as driving safely with others, or bad effects, such as using drugs
- ❖ People conform to the group in order to fit in and it is often a very natural process
- ❖ People often allow groups to make their decisions rather than deciding independently
- ❖ People conform to cultural norms that are often dictated by magazines and TV ads
- ❖ How much people conform to the group's rules indicates their desire to join the group
- ❖ Compliance is conforming to a group as a result of outside pressure to join
- ❖ Identification is conforming to someone who is liked and/or respected, such as a rock star
- ❖ Internalization is conforming to a group's values both publicly and privately
- ❖ Informational conformity happens when a person turns to the group for information on a situation the person can't answer themselves
- ❖ Normative conformity happens when a person wants to be liked by the group
- ❖ People with low self esteem conform more than those with high self esteem
- ❖ Conformity allows groups to predict the member's behavior
- ❖ Non-conformists assert their individual differences by rejecting the group's norms
- ❖ Teenagers conform to their peer group but often non-conform to their parents' rules
- ❖ Threats of expulsion keep group members conforming such as in cults

CONFORMITY IS PRODUCED BY

- ❖ Ambiguity; when there is no clear cut answer, people rely on a group for a decision
- ❖ Unanimity of opinion convinces a member to go along with the rest of the group
- ❖ Crises where people look to others to calm their fears
- ❖ Experts who have more knowledge than others such as the media "talking heads"
- ❖ People with low status in the group are more likely to conform
- ❖ Personality traits such as a need to be liked influence people to conform
- ❖ People who are new to a situation are more likely to conform
- ❖ People who want to please others easily conform to be accepted
- ❖ The larger the group, the greater the conformity

WHAT TO DO

- ❖ Understand what makes a group appeal to you
- ❖ Understand the overt and covert pressures to conform
- ❖ Be assertive and disagree with the group when necessary
- ❖ Seek information from reliable sources not false authorities
- ❖ Think for yourself and trust your own opinions
- ❖ Seek professional help to change harmful conformist attitudes and behaviors

WE CAN HELP!

Call us at **954 755-2885** or email us at **DrKimmel@aol.com**.

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