Group Size and Conformity

You are interested in the classic conformity studies conducted by Ashe. You want to replicate findings that group size matters. You randomly assign participants to one of three conditions: 3-person, 4-person, or 5-person groups. You then conduct the classic Ashe experiment and measure the number of times the participant conforms over 25 trials. Does your study suggest that group size affects the likelihood of conformity? Alpha =.05

|  |  |  |
| --- | --- | --- |
| 3-person | 4-person | 5-person |
| 10, 11, 14, 17 | 16, 16, 19, 21 | 22, 24, 25, 21 |

What is the IV?

What is the DV?

What is the null hypothesis?

What is the alternative hypothesis?

What is Fcrit?

What is Fobs?

What is your decision regarding the null?

Interpret your data knowing that Tukey’s HSD = 7.19.