|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Factors influencing Conformity | | | | |
| Type of Factor | Factor | How does it affect conformity? | Research | Evaluation |
| Situational | Group Identification |  |  |  |
|  | Group Size |  |  |  |
|  | Social support/Gaining a partner |  |  |  |
|  | Unanimity |  |  |  |
|  | Task difficulty |  |  |  |
|  | Mode of response |  |  |  |
| Individual Differences/  Personality | Education / Confidence |  |  |  |
|  | Less leadership |  |  |  |
| Gender | Gender |  |  |  |
| Cultural/Time | Culture/Time |  |  |  |
| Minority Influence | Minority Influence |  |  |  |