

**FIGURE 8.4****Sherif's Study of Social Consensus and the Autokinetic Effect**

Participants were asked to estimate the movement of a light under two conditions: alone and then with others. Although participants had unique judgments when performing the task alone, the judgments converged toward a group norm when the participants performed the task together. These findings suggest that social norms can form through social consensus.

Source: Sherif (1936).