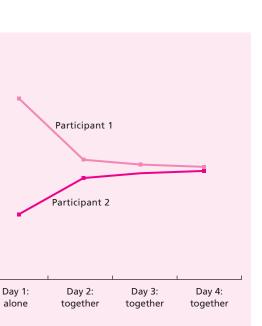
10

Estimate of light's movement (in inches)

## Social Influence



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## Sherif's Study of Social Consensus and the Autokinetic Effect

FIGURE 8.4

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).