

**FIGURE 8.5****Line Judgment Task  
Used in Asch's  
Conformity Studies**

The participants must identify which of the comparison lines is closest in length to the standard line. The task is relatively easy, and participants made very few errors when performing the task alone. But when placed into a situation where other people gave the wrong answer, participants conformed about a third of the time.

Source: Asch (1955).

