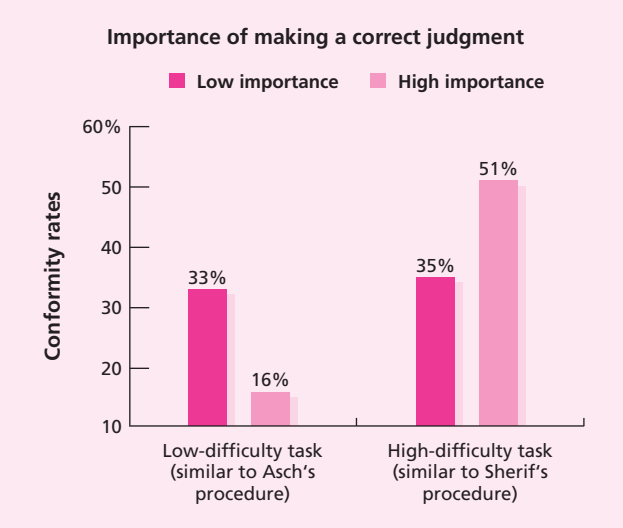

FIGURE 8.7

Conformity, Task Difficulty, and the Importance of Making a Correct Decision

High importance *decreased* conformity when the task was relatively easy (and normative influence was operating), but *increased* conformity when the task was relatively difficult (and informational influence was operating).

Source: R. S. Baron, Vandello, and Brunsman (1996).