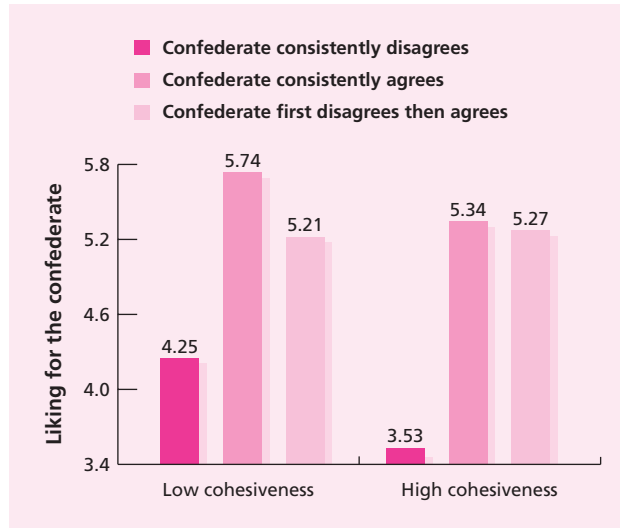


Social Influence

289

**FIGURE 8.8**

Liking for Group Members Who Agree or Disagree with the Majority

In Schachter's study, a confederate who consistently disagreed with the majority was disliked, especially when the group was highly cohesive.

Source: Schachter (1951).