## Social Influence

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## TABLE 8.7 Key Differences between Milgram's Study and the Holocaust

Volunteer to inflict damage	In Milgram's research, participants did not sign up for an experiment on "shocking another human being." Many Germans, especially those in positions of power within the Nazi Party, volunteered for the job.
Hatred for the victim	In Milgram's research, participants did not know the victim and harbored no hatred for him. Germans had hated Jews for centuries.
Informed consent	In Milgram's research, the learner agreed to be shocked. Although he later retracted his consent, he initially agreed to receive shocks. In the Holocaust, Jews did not consent to the treatment they received.
Actual physical damage	In Milgram's research, the participants were told that although the shocks were painful, they would not cause any permanent tissue damage. In the Holocaust, German soldiers knew they were causing great harm.
Rebellion	In Milgram's research, obedience dropped to 0 when two peers rebelled. Many Germans aided Jews and rebelled, but this did not stop the killing.