

Conformity Bias: In Aotearoa-The Wellington Protests


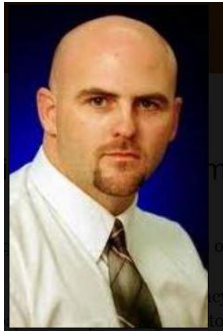



LO: Explain how people fall into extreme beliefs and change their behaviour

What is conformity bias?

The conformity bias is the tendency people have to *behave like those around them rather than using their own personal judgement*. People seem to be more comfortable mimicking others, even regarding ethical matters. For example, studies show that people are more likely to act positively, such as contributing to charity or conserving water, if they see or hear that others are doing it too. Knowing that those around us are making an ethical choice indicates it's the social norm, and makes it easier for us to follow suit. Unfortunately, the flip side is also true. As psychologist Dan Ariely notes, "Cheating is contagious. When we see others succeed by cheating, it makes us more likely to cheat as well."

Where do we see conformity bias at school?

Conformity Bias and Aotearoa NZ Protests: Who are the people behind the Wellington Protest? [Youtube Documentary](#)

				
Damien de Ment	Kelvyn Alp	Kyle Chapman	Chantelle Baker	Claire Deeks
Background info:	Background info:	Background info:	Background info:	Background info:

Quote:	Quote:	Quote:	Quote:	Quote:

2. What are some links between these people?

3. How do they get people to use 'social media" (consider flood the zone)



4. What do you notice about the language that Ali Evans and Valerie use? Give examples

5. . Consider Ali Evans and Valerie. Explain what happened to her thinking and her behaviour. How did she and others display conformity bias?

6. So What? Explain to someone why does conformity bias matter to society?

