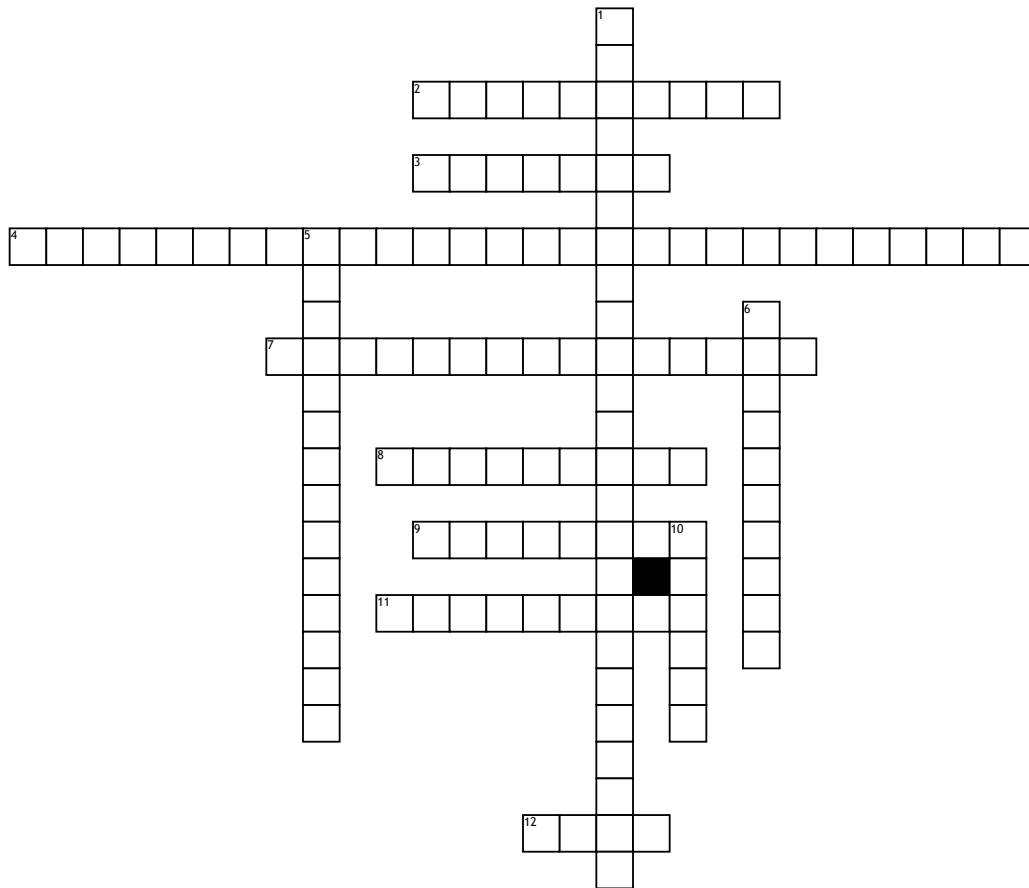


# Social Influence: Milgram Obedience



## Across

2. How an individual or small group change their behaviour/attitudes as a result of the influence of a larger group, is no direct request for them to do so
3. His study was looking into obedience using the administration of electric shocks...
4. The desire to be right

## Word Bank

sixty-five  
Obedience  
Conformity  
Normative Social Influence

7. Person confirming takes the values behind the behaviour as their own and maintains behaviour on their own
8. The percentage of participants who obeyed and gave shocks
9. The highest level of electric shocks
11. Milgram was measuring the level of this...
12. Line study created by...

Internalisation  
Informational Social Influence  
Compliance  
Sherif

## Down

1. The desire to be liked
5. Deeper level of conformity, may maintain behaviour when alone but quickly reverts to normal behaviour
6. Change behaviour for a period of time, but maintain own private beliefs
10. Autokinetic study created by...

450 volts  
Asch  
Milgram  
Identification