



## Conforming Behavior in Social Groups: A Conceptual Study on Groups, Group Dynamics, Social Influence, and Conformity

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## Abstract

The purpose of this study was to present the main lines of the subject by taking the remarkable points about conformity behaviour in groups. The information and findings on conformity behaviour in social groups were compiled in this study from a variety of earlier studies and books that can be found in the literature. For this reason, the relevant literature was reviewed, and under the topic's main headings, topics such as the definition of social groups, virtual groups, the functions of groups, the formation of group structure and norms, group dynamics, the normative effect of the group on the individual, conformity behaviour, social influence and conformity behaviour, and the factors that affect conformity behaviour were dissected. has been done. The social impacts that drive the development of conformity in groups are investigated in terms of the effects of social elements as well as the effects of individual attributes on conformity behaviour. In the section dealing with the conclusion, an attempt was made to perform a study that may add to the ongoing investigation of this topic by putting an emphasis on the significant problems that are associated with conformist behaviour in social groups.

**Keywords:** *Group, Group Dynamic, Social Influence, Conformity.*

## 1. Introduction

People are surrounded by other living things from the time they are born, and this contact with other entities never stops. During his everyday existence, the person is often influenced by other



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people and communities that share the same environment. Other individuals and communities can steer an individual's emotions, ideas, understanding, and choices. Individuals will always prove actions that are consistent with the emotions, beliefs, and understanding of the group that they are a part of and are being influenced by. The purpose of this research was to conduct a conceptual analysis of the relationship between "Group," "Group Behavior," and "Compliance" to gain a better understanding of how and according to what factors the feelings, thoughts, and behaviors of individuals change in their professional and personal lives.

Since the second half of the 20th century, the notion of the group has been the focus of much study in the fields of sociology and psychology. The concept that the qualities of a society may be understood better by looking at the social interactions of the person is the one that predominates in today's world. Groups, which have examples of its characteristics within the social structure that constitutes a large whole, but which, on the other hand, become dynamic and fluid through interpersonal social interaction, continue to be decided as a research topic in the field of social sciences. In this context, "examples of its characteristics" means "groups that contain examples of its characteristics within the social structure that constitutes a large whole." (Yazar, 2018)

The all-encompassing structure that is produced by the system that is composed of interrelated parts is referred to as the group, and these groups have a significant impact on the individual behaviors that occur in social life. The individual's conduct in his or her social life is greatly influenced by the other individuals, other groups, and/or communities that are in his or her immediate environment. The other people and groups that make up an individual's social environment, with whom he interacts in terms of his emotions, thoughts, beliefs, cooperation, friendship, enmity, understanding, attitude, and actions, have a significant impact on the individual (Kağıtcıbaşı & Cemalcılar, 2022).

Establishing and keeping social order is one of the primary goals of communities and organizations, along with ensuring and preserving the unity of the group. The presence of standards and principles that every member in the group must follow is one of the main elements that affects compliance behavior. It is of the utmost significance, about the maintenance of the existence of the group, that the members of the group honor and abide by these standards, principles, and guidelines. The bulk of conforming behaviors shown by people in their day-to-



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day lives are attitudes that are brought to life because of the effect of these norms and principles, in addition to the acquisition of knowledge (Yazar, 2018).

A notion that may be understood in the context of criteria that define the attitudes and actions of persons and set up limitations to those attitudes and behaviors. In other words, these principles and norms consist of the combination of forms that govern the attitudes and actions of persons in social life and manage the connection between the individual and society. It is clear from this scenario that individual aspirations may be effectively decided by adhering to a set of rules and standards. Because of this, the principles, rules, and behavioral standards that are successful in deciding an individual's emotions, ideas, and understanding in social life are referred to as norms. If this is the case, we may define "conformity behavior" as the act of "adapting" to the principles and norms that are defined by the group (Başaslan, 2017).

Individuals' feelings, ideas, attitudes, and actions all involve aspects of sociability since humans are social beings by nature. This is true regardless of the context. In the context of this discussion, the term "social effect" refers to the direct or indirect alteration of an individual's emotions, ideas, understanding, attitudes, and actions brought about by seeing the attitudes and behaviors of other people in his social surroundings. It is explained as the effect of feelings, thoughts, attitudes, and behaviors because of conscious or involuntary pressures by individuals and / or groups in the social environment of people (Ozkan, 2020). To put it another way, it is the effect of people's feelings, thoughts, attitudes, and behaviors because of conscious or involuntary pressures.

Individuals show the same feelings, thoughts, attitudes, and behaviors because of social influence, and people tend to resemble one another because of this harmonious social structure that is formed by the behavior of conforming to the group. This behavior supplies the formation of a social structure that is harmonious. Individuals can predict the thoughts, attitudes, and behaviors of other people and regulate their own thoughts and behaviors by those predictions because of the social attitude that is displayed on a mutual understanding and an orderly structure. This is because social attitudes are based on common understandings and orderly structures. Adaptation behavior, which is focused on responding to the expectations of a normative social structure, is conceptualized as the individual changing his or her own thoughts, opinions, and understanding within the framework of the group's view, thought, and understanding, and adapting to the community in which one lives by acquiring the cultural



values of the group he is in through socialization (Sakall, 2016). Adaptation behavior is focused on responding to the expectations of a normative social structure.

## 2. Group Concept

Numerous sociologists dedicate a significant amount of their time and energy to doing ongoing research on the group since it is such a comprehensive area of inquiry, with a particular emphasis on the social sciences. The idea of "group" that is used in day-to-day social activity is an expression of "pluralism" in its most comprehensive form. Conditions such as shared aims and regulations as well as collective group consciousness are considered required for a community to be able to set up what is believed to be a "group," according to the definitions of the group idea that have been developed in the domains of sociology and social psychology. Without any doubt, groups have the characteristics, yet contact is the very minimum need for a community to develop the group characteristic (Keskin, 2014).

The term "group" refers to many persons who interact with one another and who live together. Simply being conscious of the fact that other people exist is necessary for individuals to engage in social interaction within a community. Considering this, Katcibaş and Cemalcilar (2022) define a group as "a community of people who interact, have collective objectives and regulations, intentionally display their shared will, and exhibit "groupthink."

The idea of a "group," which is notoriously difficult to precisely define, has been understood in a variety of distinct ways by every researcher who has contributed to studies conducted in social psychology. Because of this circumstance, the analysis of the study data was made more complex, thus Johnson and Johnson tried to develop a group definition that included more people by classifying the many ways groups might be defined. Within the confines of this discussion, the group; They conceived of it as (Turhan, 2014)" an entity *"in which two or more individuals interact face-to-face, each aware of their group membership, each aware of other members of the group, and each aware of their own positive interdependencies while trying to achieve common goals"* *"in which two or more individuals interact face-to-face, each aware of their group membership, and each aware of other members of the group"*

The formation of groups is a social phenomenon that is of interest to sociologists and social psychologists, who conduct most of the study in this area. Group dynamics play a significant role in human existence. A substantial part of an individual's social life is spent in intimate



settings such as their family, their friend group, or their work group. On the other hand, tiny groups are not only a significant area of focus for social study in and of themselves, but they also serve as a society's mirror. According to Katcibaş and Cemalcılar (2022), little groupings reflect social life as well as models and miniatures of society.

## 1.1. Functions of Groups

The results of research conducted in the field of social sciences show that individuals come together to fulfill significant psychological and social requirements by forming groups. These requirements may include a desire to feel a sense of belonging to a particular location or to receive attention from the people with whom they share society. Participating in groups offers a significant contribution to addressing demands and problems that an individual cannot overcome on their own; as a result, a person is better able to find a solution to the challenges and issues he has because of his interactions with these issues. On the other hand, the person can get information that is not available to others who are not members of the group when they become a part of the group and become a member of the group. Having a good social identity, being shielded from "others" outside of the group and having a sense of safety are all benefits that come from being involved in a group, according to Kağıtcıbaşı and Cemalcılar (2022).

## 1.2. Virtual Groups

Individual communication and interaction networks are the name given to virtual groups that originate in social networking settings. These environments ease the coming together of a particular number of people through the internet. One of the most essential aspects to take into consideration in this context is the fact that the virtual group is a kind of community that is produced by a notion that involves the technical scope being shrunk down to the level of the person. The definition of "technical," which is the topic of discussion in the definition of the idea, does not relate to a typical technology or a mechanism that does not include social interaction. Because of this, it is hard to discuss the idea of ethics in isolation in this context since technology is such a crucial social instrument for the person. (Turhan, 2014).





Communication in the virtual environment creates a very convenient platform for the individual to transfer his or her own feelings and thoughts to others in the virtual environment. Additionally, this platform allows the individual to learn and understand the feelings and thoughts of the other individual. Individuals who share thoughts and emotions within the context of their interests come together to form virtual groups for the purposes of conducting research for a particular aim, revealing information, opinions, suggestions, thoughts, and feelings about any topic that interests them, and conducting other activities. The sharing of individual sentiments and ideas, as well as the expression of collective feelings and thoughts, is needed and vital in these online communities. In addition, the expression of individual feelings and thoughts is essential and crucial. Individuals can share their knowledge, emotions, thoughts, and experiences in the context of their own social environments, thereby having an impact on the feelings, thoughts, and decisions of other individuals. Virtual groups are social platforms that make this possible and are referred to as social platforms. (Turhan, 2014).

### 3. Social Groups and Individual

Since the 1950s, sociology and psychology have devoted a significant amount of their research to the examination of group dynamics. The idea that the qualities of a society may be better analyzed through the interaction of the person with that society has been the prevalent one in today's world. Research topics in social sciences are decided to be social groupings that have instances of their features within the social structure that forms a big whole, and that become dynamic and fluid because of interpersonal social interaction. The social group is the all-encompassing structure that results from the system formed of these interrelated pieces coming together to create the system. Individuals' social actions are profoundly influenced by the social groupings in which they are embedded. (Yazar, 2018)

By displaying behaviors consistent with social adaptation most of the time, individuals may adjust their emotions, ideas, and actions to be more in line with the decision made by the community. It is necessary for people to be aware of one other's existence for them to take part in social contact, according to the Kagitcibasi group, which classifies the group as "more than one person engaging." However, the community that has been created is defined as "temporary groupings." On the other hand, it can be shown that tiny groups are not always seen to be



ephemeral, and that these groupings are more likely to persist and become permanent when its members have a collective goal and features in common. Individuals desire to be members of a group in which they may feel comfortable, alleviate their feeling of belonging, get attention, and defend themselves from other groups, which is why there are many groups in social life and society. In addition, the status, dignity, and emotional condition of a person are all greatly affected by the position of the social group to which the individual belongs and how that group is positioned in society. (Yazar, 2018)

The presence of other people, their emotions, and their ideas influence the person when he is engaged in an activity that is part of his social life. The presence of other persons in the individual's social environment, with whom he is communicating, proves the influence that this presence has on the individual, particularly in the areas of collaboration, friendship, competitiveness, animosity, and status connections. According to Sherif, a person will never be entirely autonomous from the attitudes and actions of other individuals in his or her social existence because of the influence of other people. According to Yazar (2018), an individual's sentiments, ideas, and conduct are significantly influenced by their status and role relations in society, whether they are accepted or rejected in social life, and their communication status with other persons.

Sherif, according to Yazar's research from 2018.

*"One's experience and behavior in interpersonal connections, activities in group settings, and intergroup contacts are all determined by one's membership in an established group, which in turn defines those experiences and behaviors. It serves as the foundation for an individual's responses in various social contexts, membership in certain groups, or psychological attachments to these and other groups.*

## 4.1. Formation of Group Structure

The structure of the group is made up of status and role relations that have developed because of social interaction between individuals for the purpose of achieving a collective goal or finding a solution to a widespread problem. These relations have resulted from the cooperation that has taken place within the group. Hierarchy has an effect not only on the functions that are





assigned to diverse groups in society but also on the structure of those groupings. There are many kinds of relationships between the members who make up the group since all these relationship patterns are interacting with one another and reliant on one another. In this setting, each person in the group has the expectation that the other members will display attitudes and actions that are geared toward achieving their own goals and aims. Every person's approach to resolving a challenge or achieving a goal in their social lives will be unique. People who are part of the same group might have vastly diverse experiences in terms of their access to economic, political, or power possibilities. The fact that there are a variety of potential solutions and approaches to a shared challenge or to conducting a common objective results in the formation of a stratified structure within the group. This structure not only affects the way in which individuals interact with one another but also the expectations they have of one another. (Yazar, 2018).

The circumstance of occupying varying places within the hierarchical structure that is developed in social life eventually arises, and the term "status" is used to refer to these positions. Whyte said that "there is a hierarchical system of social ties that connects people together and that groups are hierarchically tied to each other," and he referred to the idea of status as the foundation for this statement. The presence of a social hierarchy is not always indicative of the existence of an authoritarian leadership structure or a power-based conception of sovereignty. Nevertheless, a status hierarchy must be set up as part of the process due to the social division of labor and the social structure. These status and role expectations help to standardize the mutual attitudes and actions that group members show toward one another in social life; as a result, group norms are developed in this context. On the other hand, the standards that are developed collectively may not always exist in a fixed and unchangeable state in every circumstance (Yazar, 2018).

## 4.2. Formation of Group Norms

Group norms may be described as criteria that come from the interactions that take place within a group and serve to govern the attitudes and behaviors of people in their social lives. In-group norms consist of behaviors that should be shown by group members, as well as behaviors that are demanded from group members, and the act of putting these behaviors into a standard form.



The actions that are suitable and should be in conformity with the expectations of the society are shown by norms, which are also capable of being represented as traditional generalizations. Even if there are no distinct patterns of conduct for each social dynamic in a social life, there are social norms on important topics within that group (Yazar, 2018).

According to the findings of Sherif's research, when individuals join a group and become a part of it, they begin to buy expectations and behaviors that are consistent with the group. Furthermore, this circumstance has a significant impact on the emotions, thoughts, and attitudes of individuals who are a part of the group. According to Sherif, the distinction that occurs throughout the process of group formation will lead individuals' emotions, ideas, and expectations to shift (Yazar, 2018).

## 5. Group Dynamics

Emotions, ideas, and actions of the members that make up a group are influenced by the structure of the group, the regulation of the rules that must be followed, and the uniformity of the relationships developed inside the group. In the study of social psychology, the communication, interaction, and changes of the individual within the group, as well as the actions of conformity or deviation, have all been the subject of investigation, and the results of that research have been grouped together under many topics. The first qualification for each of these titles is that the person in question proves an attitude and conduct that are in line with the standards that have been set up within the organization. The second step is to decide whether there is any justification for the group to alter the emotions, thoughts, attitudes, and behaviors of the individual. The third step is to investigate the contribution that the individual makes to the group by contrasting their output with that of the group's output (Yazar, 2018).

The processes that are used to make decisions inside groups are an essential part that stands out due to the influence of various individual and environmental variables. In the context of culture and group, these processes run differently due to distinct differences in their dynamics. In this way, it might be challenging from time to time to select between the possibilities of making a personal decision or taking part in a communal decision. Making decisions as a community and/or group has several benefits, some of which include increasing the likelihood of being accepted as solution-oriented, increasing the amount of data and perspectives that can be



considered, increasing the number of options that can be chosen from, and increasing the amount of information that can be gained. However, it leads to a waste of time, it creates pressures that tend to conform, it ignores different opposing views, it increases the desire of individuals to be accepted, group views and understandings are controlled by one and/or several people, responsibility in group decisions is unclear, and individuals are free to express their thoughts. Because of their reluctance, they also have the problem of being a barrier to the development of original ideas (Gürcan, 2022). This is another one of their drawbacks.

## 5.1. Normative Influence of the Group on the Individual

Dittes and Kelley found out via the social experiment that they conducted that those who are not yet guaranteed to be included in the group and whose place in the group is the most unclear display greater rates of conformity than other individuals do. The members of this group whose standing in the group is unclear demonstrated conformist conduct by promptly embracing the rules set up by the group to strengthen their position within the group and make their standing clearer. It has been found that the members of the group who prove the lowest degree of conformity are the ones whose position in the group is the greatest and most assured. This is because these people show the most individuality. On the other hand, it is seen that individuals in the lowest position, whose status in the group is not that important, prove the act of "obedience" when they are with the group, but they do not "follow" the group norms when they are alone. This is because their status in the group is not that important. The findings of the study conducted by Dittes and Kelley shown that there is a significant connection between an individual's status within a group and the degree to which they comply to the norms of that group. The inclination of people to display "conforming behavior" reduces when individuals have expectations from the group to which they belong, but the group is unable to satisfy those expectations, since these circumstances might lead to individuals feeling let down. However, when an individual evaluates the status of his or her own group in relation to that of other groups—even if the individual's own group does not live up to the individual's expectations—and determines that the status of his or her group is higher than that of other groups, the individual will remain a member of that group and will continue to demonstrate conformity behavior (Yazar, 2018).



## 6. Compliance Behavior

As a result of the need for people to continue living together, social norms and regulations that have been accepted by society have been developed throughout the course of human history, beginning in prehistoric times and continuing up to the present day. Because it is essential for people to continue their shared social lives, social norms encourage individuals to behave in a way that is consistent with collective thought and to conform to the expectations of the groups to which they belong. The phenomenon known as "adaptation behavior" refers to the process by which a person changes his or her own emotions, ideas, and views in the direction of the comprehension and thinking of the group. Despite the individual's feelings, thoughts, attitudes, and understanding, they can show attitudes and behaviors that are by group principles, social rules, and social understandings. The individual develops conformity behavior even though they are aware that the understanding and view of the group is incorrect. (Keskin, 2014).

The transformation of an individual's emotions, ideas, attitudes, actions, or understanding in response to other people in his social life, independent of any pressure exerted by those other people, is an example of adaptation. In other words, it is the circumstance in which the individual changes his feelings, thoughts, behaviors, and understandings in the direction of other individuals and conforms to them, without any demand or order from other individuals, because of feeling the pressure of the group on him, regardless of whether the pressure is real.

According to Keskin (2014), Hortacsu's definition of conformance behavior is as follows:

"Compliance in group studies," also known as "conformity," is generally defined as the individual's thinking or behaving in line with the group norm that he or she sees as different from himself by changing his or her own thoughts and behaviors for a variety of reasons. This is referred to as "compliance."

Whether individuals find it proper or not, with or without consent, and regardless of whether it is explicitly requested from the individual or not, the individual's behavior and attitude within the framework expected or demanded from the individual, or changing the thoughts, beliefs, and behaviors of others by group standards and norms, is regarded as "conforming." Conforming is evaluated as. To conduct what is expected of and asked of the person,



compliance with the request is defined as being performed even if the individual does not approve of or agree to the action. The defining characteristic of "compliance with the request" is the fact that the person responds to the requests that have been posed by another individual or another group. (2007) Taylor, Peplau, and Sears

The person or entity that, in some social phenomena, manages the attitudes and actions of a person, organization, or group. It is acceptable, according to social principles and conventions, for people in positions of power to make any demands, and those with a lower status are bound to follow them. There is a distinction between obedience and obedience to authority. Obedience to authority is a sort of obedience that is shown when a person is aware that the authority has the power to demand that they do a certain action (Taylor, Peplau, & Sears, 2007).

## 6.1. Adoption

Adoption is defined as the individual's acceptance of the ideas and understandings of the social environment or the group he or she belongs to, as well as the fact that the individual thinks and believes that these ideas and understandings are true. This acceptance and belief are what gives adoption its name (Keskin, 2014). In this instance, the person displays conformity behavior with relation to the comprehensions that he or she considers and believes to be correct. In this sort of conformity, the person adheres to a standard, action, or concept because he or she believes that it is proper. This type of conformity is also known as "appropriation." The sentiment and comprehension of the group that obeyed in this situation is really an idea that is convincing for the person who obeyed. The knowledge that thinking this notion and discovering that it is true serves as the foundation for the act of conformance (Yazar, 2018).

## 6.2. Do not accept

Acceptance refers to the effort made by one or more members of a group to publicly and directly exert their influence on one or more other members of the same group in order to have their demands met. As a result, there is an attempt made to influence directly in the form of social influence, and there are a variety of tactics that may be used for the subjection of others. Even when the person is aware that the group's emotions, ideas, understanding, and actions are



incorrect, he chooses to accept and adopt the group's understanding and conduct to conform with his friends who are a part of the group (Keskin, 2014). Because the person wants to be more like him, they conform to the beliefs and actions of others or the group. The appeal and value of the group that is being followed is the foundation for this conformity behavior. The conforming behavior will persist for as long as the beauty and value of the sleeping figure are kept in the presence of the waking subject; as soon as this attraction and value are eliminated, the conforming behavior will likewise be eliminated (Yazar, 2018).

### 6.3. Obedience

It is possible to show obedience to a person or to a group by conforming one's views to that of the majority or most of the group. The power or control that an obedient figure has over the topic of their obedience is the fundamental part of obedience behavior. Obedience may be boiled down to the act of following an order given by a superior, and the mentality and demeanor that develops in response to the directives of a superior are referred to collectively as "obedience." Even if an individual does not agree with the group's understanding, beliefs, or actions, he is nonetheless expected to follow them. If a person does not conform, the discipline is often in the form of a punishment (Keskin, 2014).

Since birth, every person has been subjected to some type of power in the environment that they are a part of. To begin, he continues to live his life with the ideas that he should always comply and obey the authorities in his family, school, friend group, social environment, and work environment. This is true in all these environments. If this does not occur, we say that the person will be cut off from the surrounding environment and the group. People who have titles, such as mother or father in a family, teacher or manager at an educational institution, supervisor or manager in an organizational setting, or employer, may occasionally stand in for the power that is represented by titles. According to research done in this area, the title and the uniforms that belong to these titles—both of which are significant representations of authority in social life—cause obedient behaviors to rise and to be proved again. This was shown to be the case in both children and adults (Keskin, 2014).





## 7. Social Impact and Compliance Behavior

People are distinguished from one another in a substantial number of ways, including their characteristics and the patterns of behavior that they show throughout the course of their lives. Due to the aforementioned factors, circumstances that might vary from exceedingly small concerns to significant conflicts of interest are often saw. The following is how Kagitcibasi assesses the current scenario (Yazar, 2018):

*Even siblings who are raised and live in the same family will not become identical to one another. This distinction and variety are growing a great deal, particularly among individuals who belong to different socioeconomic strata, various locations, and notably different racial, religious, and national groupings. But despite all these distinctions, it is a reality that humans are like one another. This is a universal truth. Most individuals who live in a society show behaviors that are quite like one another.*

Kagitcibasi discusses the concepts of social influence and conforming behavior, as well as the relationship between these concepts and members of the social group that prove the same or similar actions. Conformity behavior is directed toward the individual by the definition of a set of standardized behavior patterns that individuals show in relation to the emotions, thoughts, understanding, and goals of the groups to which they belong. Individuals, in this context, are the ones responsible for keeping social regularity. In this approach, social influence is what produces conformity behavior, and conformity behavior is what develops what is known as "social regularity" in the form of standardized attitudes and actions in social life. (Yazar, 2018).

## 8. Social Impact Experiments

### 8.1.1. Sherif's Group Norm Establishment Experiment

When individuals gaze at a stationary light source in a setting where there is no light, their brains trick them into thinking that the light source is moving, even though the light itself is not moving. Sherif, who in this experiment exploited a fallacy referred to as "auto-kinetics," took advantage of this circumstance and put out a great deal of research on the topic. People who had never met each other before were first led one at a time into the laboratory, where they were informed that a feeling experiment would be conducted on them.



Next, the participants were led into a room that was completely dark, where they were shown an exceedingly small light at short intervals, and each time the light was shown, the person was asked how much and in which direction he was moved. After this, the participants were led into another room, where they were told that a feeling experiment would be conducted on. When the subjects who had previously stated contrasting things to one another met together, they all said the same thing and made the same statement (Kadcibaş & Cemalcılar, 2022).

## 8.1.2. Asch's Compliance Experiment

"When the reason of conformity was gone, the conformity had to evaporate," says Asch, who is worried with whether people would cooperate with other individuals and/or organizations in situations when there is a warning feature or when the truth is entirely clear (Kadcibaş & Cemalcilar, 2022).

Participants in Asch's compliance experiment are seated around a table, and all except one of them are acting in the experiment. After presenting them with a line and three lines of varying lengths next to it, the researcher then asks the participants to find the line that is precisely the same length as the first line. After a few attempts, all the subjects can find the correct line; nevertheless, in the later phases, mainly incorrect responses are supplied to get an understanding of how the subject would react (Ozylmaz, 2022). The volunteers acting in the roles of subjects share their opinions one at a time when the cards are revealed, and the main subject is given the opportunity to finish the discussion. The subjects that play the role of subjects in the beginning cards earn the confidence of the main subject by supplying answers that are correct; nevertheless, they always supply incorrect responses near the conclusion of the deck. Because of this study, it was found that one subject out of every three cooperated with what was being requested of them by the other subject. (Dumlu, 2019).

## 8.1.3. Milgram's Obedience Experiment

Stanley In the experiment conducted by Milgram, the instructor in one room sends an electric current to the student in the other room. The administrator, who is present in the same room as the instructor, encourages the instructor to go ahead even if he or she stops or hesitates. The



volunteer subject enters the room where the experiment is being conducted, where they meet a supervisor as well as another volunteer subject. The supervisor informs the participants that the purpose of the experiment is to decide "the impact of punishment on learning," and that one person in the group will play the role of the instructor, while the other people will take on the role of the pupils. When the student does not correctly answer the questions that the instructor has posed to him in the role of the student, the student is subjected to an increasing amount of electric current as a kind of disciplinary action (Dumlu, 2019).

Because of this experiment, Milgram has produced some very disturbing results. In the first experiment, it was decided that 65 percent of the individuals, or 26 out of 40 volunteers, were able to withstand 450 Volts, which was the largest amount of electrical current before the trial was ended. The majority of those who took part in the experiment continued to supply a lethal electric shock to the test participants, who they mistook for other trial volunteers like themselves (Kacibaş & Cemalcılar, 2022).

#### **5.1.4. Zimbardo's Stanford Prison Experiment**

At this experiment, which was conducted in the laboratory of Stanford University and in which a group of twenty-four college students served as the subject group, the roles of prisoner and guard were assigned to the participants in a manner that was decided by a random number generator. The participants who were acting the part of prisoners were led away from their residences by a police vehicle while blindfolded, and none of the subjects were instructed on how they should behave throughout the experiment. Even though they were not told what to do, the people who took part in the experiment acted in a way that was consistent with their roles and the influence of the surrounding environment. This was noticed. (Kağıtcıbaşı & Cemalcılar, 2022).

During the experiment, the participants who were playing the role of prisoners wore white clothing, had chains tied to their feet, were assigned numbers, and were always called with these numbers. The subjects who were assigned the position of guards, on the other hand, were given guard uniforms and equipment but were not given any training; they were merely instructed to keep the jail in order and discipline. (Dumlu, 2019). Before the experiment began, it was decided that the participants quickly adapted to their roles, particularly the guards, who showed



very sadistic behavior for the first six days of the experiment, even though the duration of the experiment had been planned out to last for two weeks. Most of the test volunteers who played the role of prisoners reported beginning to feel emotional anguish. Because there was a possibility that the experiment would endanger participants, it was stopped after it had been running for six days. (Kağıtcıbaşı & Cemalcılar, 2022).

The following is what Ozyilmaz has to say about Zimbardo's Stanford Prison Experiment in his column that was published in Yenigun Newspaper on October 17, 2022:

*Undergraduate students majoring in psychology at Stanford University take part in the event, which takes place in the university's basement. A part of the pupils takes on the role of inmates, while another part assumes the role of guards. The purpose of this experiment is to see the outcomes that result from changing the roles. Indeed, very comparable outcomes may be seen. Those who play the part of guards become very brutal, forgetting that they are taking part in an experiment, and even go as far as to torment their friends who are playing the part of inmates. Zimbardo is unable to go on with the experiment, therefore he has no choice but to end it. The results of this experiment have even been included in a few different films. (The Experiment, which was released in 2010, and The Stanford Prison Experiment, which was released in 2015)*

*Those members of humans who are submissive, do not challenge authority, and are unaware of the consequences of their actions are contributing to the deterioration of humanity. There are a substantial number of instances like this all around the globe. Obedience is a value inculcated through culture. It's possible that the remorse associated with hurting a live thing is outweighed by the fear of being left out.”*

## 9. Factors Affecting Compliance Behavior

### 9.1. Environmental Factors

The number of people in a group is one of the things that might influence compliance behavior. In particular, the individual in the group, according to the substantial number of people around him, as the number of people who support himself increases, the probability of exhibiting conformity behavior in situations where he cannot decide and trusting them increases. This is



especially true for the individual in the group who is the leader of the group. On the other hand, in several variations of the Asch experiment, it was found that there was an increase in compliant behavior when the number of people in the group increased up to three, but that there was no increase in compliant behavior at the same rate when the number was more than three. This was discovered even though there was an increase in compliant behavior when the number of people in the group increased up to three. Although there are some complaints that are the same and others that are different about this topic, the overarching notion is that the greater the number of members in the group, the more the desire there is to behave in a manner that is conformist. Because it takes a different level of bravery to be of the opposing position with three people as opposed to being of the opposing opinion with one hundred people. In this instance, it is hypothesized that there is a direct correlation between the size of the group in terms of its member count and the degree of conformity shown by its members (Ozkan, 2020).

The level of agreement among members of the group is one of the aspects that are connected to the setting. According to research conducted in this area (Ozkan, 2020), reaching a group agreement inside the group has an influence on boosting conforming behavior. Individuals are more likely to behave in a manner that conforms to the expectations of the group when choices on the proper actions to take about a certain topic are reached by a majority vote. However, despite all of this, even just one person thinking differently from the rest of the group may influence the others and lead to conduct that is not conforming. Even more fascinating is the fact that it only takes one member of the group to voice a different view from the others without reaching agreement for the possibilities of avoiding and opposing conformity behavior to grow. (Yazar, 2018).

Another part that is the source of conformity behavior and has a substantial influence on the person's conformity behavior is the status and reputation of the individual and/or group. Conformity behavior may be caused by any of these factors. It has been seen that the behavior of complying to social influence grows by an increase in either the rank or position held, or the prestige or reputation enjoyed. When it comes to his emotional states, the creation of his ideas, and the behaviors he engages in, the person is subject to significant amounts of influence from the statuses in the group as well as the reputable people he thinks as respectable. (Özkan, 2020).

The face-to-face position of the persons in communication, which is also defined as "physical proximity," is another part that plays a role in the behavior of individuals about their ability to



adapt and make decisions within the context of the group. It is a well-established truth that direct interpersonal engagement, often known as face-to-face communication, is superior to other forms of social interaction and serves a more productive purpose in the conformance behavior of people. When an individual's allegiance to a group becomes stronger, it becomes more challenging for that person to take part in decision-making processes by his or her very own emotions, thoughts, and knowledge of the situation. In response to this circumstance, the individual who will take on the role of being part of a bigger formation will be forced to make compromises from his own self and personality. As a result, the individual will be more likely to engage in conformist conduct. (Kağıtcıbaşı & Cemalcılar, 2022).

## 9.2. Individual Factors

The ability of individuals within the group to prioritize various sides of who they are is a significant problem that must be stressed in the context of individual considerations. This is because it is a critical issue. Some individuals place a higher value on the aspect of themselves that is relational, while others place a higher value on the aspect of themselves that is individualistic. Individuals who place a higher priority on the relational aspects of the group place a greater amount of importance on the thoughts, actions, and comprehension of the group, behave in a manner that is more proper to social rules, and therefore prove a higher degree of compliance behavior. Conforming to the group is not of vital importance for those people whose individual thoughts, feelings, and understanding are prioritized, and in this context, "conforming behavior" is seen at lower rates (Ozkan, 2020). This is because conforming to the group is not as important for those people as it is for those people who prioritize their individualistic side.

The disparities in the levels of personal equipment and skills had by the individual as compared to the levels of equipment and competence had by the other members of the group are another factor that may have an impact on conformity behavior. Conformity behavior is showed at greater rates when the individual's equipment and competence is lower than that of the other members in the group. On the other hand, there is a greater degree of resistance to the social impact of the group, and there is a lower level of conforming behavior (Ozkan, 2020).





According to research conducted in recent years about how gender influences conformity, it has been shown that women have a greater propensity to conform than males do. Nevertheless, research conducted in recent years on conforming behavior in this field reveals that the labeling of gender roles that women are supposed to act more harmoniously than males rather than biological disparities between the sexes (Ozkan, 2020).

### 9.3. Cultural Factors

It has been found through research conducted in the field on a variety of societies and cultures that there are variations in the social and psychological adaptation behaviors that occur in societies that have varying cultural codes. In the findings that have appeared as a direct result of these studies, it has been seen that collectivist cultures show conformity behavior at higher rates than individualistic cultures do (Yazar, 2018). In individualistic cultures, the interests and benefits of the individual are always more important than the interests and benefits of the group. On the other hand, in collectivist cultures, customs, traditions, and social rules are some of the characteristics that are the reasons for the difference in conformity behavior between individualistic and collectivist cultures. Individualistic cultures place a greater emphasis on the interests and benefits of the individual than collectivist cultures place on the interests and benefits of the group. Individuals have a greater desire for the acceptance of their group in both their ideas and conduct in a society that is collectivistic. Because of this, individuals are more likely to engage in conformist behaviors (Kağıtcıbaşı & Cemalcılar, 2022).

However, just because people conform more while living in collectivist societies does not guarantee that they will always conform when living in other cultures. This does not mean that people will always display conformity behavior. Other aspects that influence compliance behavior include dynamics such as when, in which direction, and how the conforming conduct will occur, as well as which group it will occur in. Individuals display conformity behaviors to regulate their expectations in social life, to live in harmony with the social norms that are acquired through learning in the social environment, and sometimes to continue their lives without going against the customs, traditions, customs, and norms and thereby being excluded from the society. Individuals may show compliance behavior for the sake of their own interests for this reason, even though they are aware that they have a quite different culture and



understanding from other people, any political party, or even their own. This is even though they know they have these differences. (Yazar, 2018).

Because the individual is born and nurtured in a cultural social milieu, he or she picks up cultural attitudes and patterns of behavior, and as a result, his or her identity and personality, from that cultural social environment. Either the person, who thinks and acts in a manner that is culturally particular, exercises control over his motivations, which are the result of his biological makeup, or the society represses those motivations. In this sense, the individual who develops an identity and personality that are suited for the social culture might then start having an influence on that culture. Because of this, the person who has an impact on the culture is also the one who decides the distinctive qualities that are associated with the society (Gürcan, 2022).

## 10. Conclusion

Human beings are biopsychosocial creatures, and one of the most essential and effective contexts for the socialization of human beings is found in the communities and groups that they are a part of. Groups that are more than one people in conversation and together, and the emotions, ideas, attitudes, and actions of these groups are intricately entwined with the culture that predominates the social life they live in. For the sake of this discussion, a group is a structure set up as a community by individuals who communicate with one another, share aims and conventions, intentionally prove collective will, and engage in "groupthink." The phenomena of "group" is defined in a variety of several ways by each researcher in the studies conducted in social sciences, which makes it impossible to define and conceptualize the phenomenon in a clear manner.

It is said that groups exist to satisfy certain individual and societal functions to eradicate the difficulties and needs that people experience in social life, and it is also mentioned that these groups exist. These persons, their functions; These are dynamics such as solving their problems, guiding them as they solve their problems, providing socialization within the group and creating common values and norms to create group unity, maintaining the existence of the group, ensuring the satisfaction of living in a collective life by providing interaction between individuals, and applying social pressure on individuals..... When looking at things



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in this light, paying attention to the functions reveals that the group has a structure that both influences and is influenced by the person (Gürcan, 2022).

Communities and groups are sometimes compared to living systems because of their ability to change and adapt in response to their surroundings. These creatures, the primary goal of which is to ensure their own survival, show a variety of distinct patterns because of the influence that cultural dynamics have on social life. According to this theory, communities are analogous to living beings since they continually live inside this social system and go through a series of phases on their way from first development to eventual demise. If individuals are influenced throughout their lives by the culture to which they were born as well as the environment that is at once around them, then it makes sense that groups are also subject to the same cycle of influence. The individual's life is shaped and differentiated from the lives of others during the process by the sentiments, ideas, values, and comprehensions of the society and/or group in which they take part. (Gürcan, 2022).

The propensity of people to change their attitudes and actions in line with group norms is referred to as conformity. Conformity may be described as the act of obeying rules or standards set up by a group. The ability of people to perform what is needed from them by the society or group in which they take part, regardless of whether they give their assent, is the definition of obedience to an explicit request. A person proves a unique kind of obedience called obedience to authority. Obedience to authority is a sort of readiness that occurs when an individual is aware that those in power have the right to require that they do a certain action (Taylor, Peplau, & Sears, 2007).

The term "social influence" refers to the direct or indirect impact that other people have on the thoughts, attitudes, and actions of a person. Social influence may manifest itself in a variety of ways, including acceptance, compliance, and obedience about attitudes and behaviors. On the other hand, these consequences are what make up the foundation of what we mean when we talk about society in everyday life. The degree to which a person is willing to adjust their behavior to fit in with the rest of the group is related to how much they believe in the idea of social influence. The first phenomenon that is met when the change in attitude and behavior in the individual is considered within the framework of social influence is that the individual does not change the attitude and behavior voluntarily but rather because of an external social influence. This is the first phenomenon that is met when the change in attitude and behavior in



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the individual is considered within the framework of social influence. According to Ozkan and Ozkan 2020, this social influence might be based on a variety of variables, including reward, punishment, repression, or guilt.

A group is a cohesive structure that is produced because of two or more interacting people acting on each other and/or being affected by each other, as said by a definition that characterizes the most significant part as the communication and interaction process. The effects and reactions of any change and transformation in the group on the group members and the structure of the group are expressed by the group dynamic, which is defined as an element that supplies an important power and unity in groups. The group dynamic expresses the effects and reactions of any change and transformation in the group.

It was also believed that most of the actions that people display at any point in their life are social in nature. Since the individual is a member of the community or group, the attitude and behavior that is proper to that group constitutes the behavior that constitutes conforming to the group. This important reality that finds the individual with the society and makes them intertwined exists in parallel to this important reality that makes them intertwined. In this view, social order is produced because of the actions of individuals to adhere to the group's norms and expectations. Individuals can expect each other's attitudes and actions in social situations thanks to the social order that is nurtured by conformity behavior, and they are also able to alter their own attitudes and behaviors by what they see in other people (YerTutucu1).

In conclusion, it has been clear from the beginning of time that it is necessary for people to live in a communal manner to satisfy some of their essential requirements in a more convenient manner and to continue their lives in an atmosphere that is free from danger. Because of this, a set of social rules and norms have been developed, and they have been sanctioned and accepted by the society that has been formed because of individuals coming together to construct it. These social principles and norms have shown that it is necessary for people to behave with a common concept and to follow the groups to which they belong to preserve social life together. This requirement is since it is necessary to keep social life together.

Because of his presence in the social environment, the person plays a significant part in the construction of group structures. This is because the individual is the conduit through which culture is transmitted in social life. Because of this identity, the individual is the one inside the



group who manages transforming the social culture that he carries as a carrier into a pattern of thinking and conduct. When this significant impact of the individual on the culture and the community is taken into consideration, it becomes clear that the human being is an entity that generates, reproduces, and accumulates culture.

The term "phenomenon of norm," which governs how people will behave in social life and regulates individual-society interaction, refers to the principles, rules, and behavior criteria that are effective in deciding an individual's feelings, thoughts, and understanding in social life. The phenomenon of norm also decides how people will behave in social life and regulates individual-society interaction. The scenario appears when an individual changes his or her own sentiments, ideas, and views towards the understanding and thinking of the group by these standards because of the effect of group dynamics, social culture, and social influence. The person can prove attitudes and actions that are in conformity with norms, group principles, social regulations, and social understanding, even though their emotions, ideas, attitudes, and understanding are unique to themselves.

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