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| **Experiment** | **Summary** | **Purpose** | **Observations** | **Conclusions/Social Implications** |
| **ASCH** | Informed participants exerted pressure on an uninformed person to answer fairly obvious questions incorrectly. | To reveal the power of groups to shape thinking of individuals |  |  |
| **MILGRAM** |  | To test the power of conformity and an ordinary person’s willingness to exert harm on others if sanctioned by authority. |  |  |
| **ZIMBARDO** | Volunteers were divided into a group of prisoners and guards in a mock prison. |  |  |  |