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## The effects of anticipated future contact upon responses to interpersonal disagreements.

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The Effects of Anticipated Future Contact  
Upon Responses to Interpersonal Disagreements

John Edward Youngblood

September 1971

(Directed by Ivan D. Steiner)

80 subjects participated in an experiment concerning the effect of anticipated future contact upon responses to interpersonal disagreements. A disagreement concerning both an important and unimportant issue was created between a subject and an experimenter's accomplice. Subjects who anticipated future contact expected to have a tape-recorded discussion with the accomplice concerning some specified issue.

Manipulated variables included anticipated future contact, the importance of the issues of the disagreement, the importance of the topic of the expected discussion, and the relationship between the topic of the expected discussion to the issues of the disagreement. Dependent variables included conformity, devaluation of the issues, rejection of the accomplice, recall of the number of disagreements (differences in opinion), and attitude change. The relationship between Machiavellianism and conformity was also explored.

Major predictions concerned only conformity responses. An incentive-cost analysis of conformity conflict situations

was presented and provided the theoretical basis for the predictions.

There were no effects of anticipated future contact upon conformity responses. Also, there was neither an effect of issue importance nor an effect of the relationship between the topic of the future contact to the issues of the disagreement upon conformity. Subjects did conform to a significant degree on both issues, show a significant degree of attitude change and show systematic differences in the use of rejection. Both theoretical and methodological reasons were proposed to explain these results.

Evidence was obtained which supports the notion that dissonance reducing responses have additive effects and that this is most likely to be the case when the disagreement is intense, i.e., when the issue of the disagreement is important.

Several suggestions were made regarding theoretical and methodological factors which should be taken into consideration when dealing with anticipated future contact.

THE EFFECTS OF ANTICIPATED FUTURE CONTACT  
UPON RESPONSES TO INTERPERSONAL DISAGREEMENTS

A dissertation Presented

By

John Edward Youngblood

Submitted to the Graduate School of the  
University of Massachusetts in  
partial fulfillment of the requirements for the degree of

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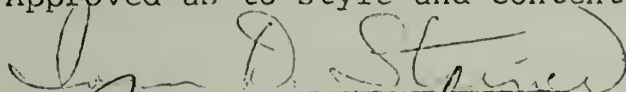
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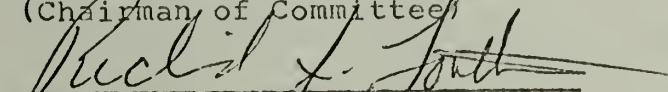
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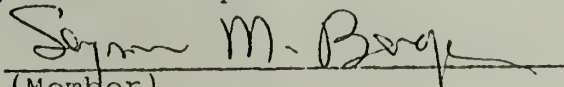
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## CHAPTER I

### INTRODUCTION

Few studies of interpersonal disagreements have manipulated, considered or even discussed the effects of anticipated future interaction upon an individual's responses to the disagreement. This is surprising when one considers that an important aspect of many "real life" interpersonal conflicts is the expectation held by the individuals involved that they will see and interact with one another again. A schoolboy fights with a classmate, a teenager argues with his parents, a committee member disagrees with his colleagues; in all of these instances it is likely that the individuals will engage in future interactions with one another.

The present study is concerned with determinants of responses to two-person disagreements and is primarily concerned with the effect of anticipated future contact upon conformity responses. Although there are probably more than a dozen potential responses to disagreements, or to inconsistency in general, only five responses are measured in the present study. Major predictions concern conformity responses and only normative conformity, as opposed to informational conformity, is considered. (Conformity is said to be normative when it is used to gain the acceptance and approval of others. It is said to be informational when one uses the opinions of others

as a standard against which to evaluate his own opinions). Other responses include attitude change (private conformity), rejection of the disagreeing associate, devaluation of the issues about which disagreement occurs and underrecall of the disagreements.

The rationale upon which predictions are based concerns immediate and future rewards and costs of normative conformity. Manipulated variables include anticipated future contact, the importance of the issues around which the disagreement centers, the relationship of those issues to the anticipated contact, and the importance of the issues around which future contact centers. In addition, the relationship between Machiavellianism and conformity is explored.

#### Incentives and Costs of Conforming

##### No anticipated interaction

Subjects in the typical conformity experiment (e.g., Asch, 1951; Crutchfield, 1955) are unlikely to anticipate future interaction with one another, particularly interaction centering around the judgmental tasks used in the experimental situation. Individuals in this type of situation need only be concerned with immediate rewards and costs of conforming or not conforming. They need only weigh the payoffs they are likely to gain from one or another course of action (i.e., the incentives) against the costs they are required to incur. Both the incentives and costs are linked to the present

situation; because no continuing interaction is anticipated, subjects need not concern themselves with possible long-range incentives and costs.

An important and immediate incentive of the individual who finds himself in disagreement with a respected associate is that of reducing inconsistency. Consistency theories are based on the premise that inconsistency (imbalance, incongruity, dissonance) entails a negative motivational state that is reduced when consistency is achieved (Singer, 1966). Most interpersonal disagreements involve inconsistency and are uncomfortable for the individuals involved. Heider (1958) has stated that a disagreement with a liked other constitutes a state of imbalance and creates tension until balance is achieved. Newcomb (1953) postulated that a lack of "co-orientation" between two mutually attracted people leads to communication which functions to establish co-orientation - a balanced state. Burdick and Burnes (1958), Gerard (1961) and Steiner (1964) have all reported support for the notion that disagreements produce more physiological arousal than do agreements.

When future contact with the other party to a disagreement is not anticipated, it is to the individual's advantage to resolve the disagreement. By conforming he can reduce arousal as well as establish amicable relations with the other person



without incurring many costs. The individual does not incur an obligation to manifest conforming responses on future occasions; he is comparatively free to behave as he pleases as soon as the present contact is terminated. A major incentive to conform, then, is to achieve a state of balance or consistency.

A second major incentive to conform is the avoidance of rejection and criticism by others. This incentive is an important determinant of normative conformity as evidenced by interview protocols reported by Asch (1956) and by Deutsch and Gerard (1955). That people expect to be evaluated negatively when they do not conform is supported by the above-mentioned anecdotal evidence and by direct evidence (Gerard, 1961; Gerard & Rotter, 1961).

The greatest cost that an individual may incur by conforming (and perhaps the only cost when future contact is not anticipated) is the misrepresentation of his private or "true" beliefs. The individual is not committed to maintain his conforming behavior in the future.

When future contact is not expected, the occurrence of conformity responses will depend upon the relative strengths of the incentives and costs in the immediate conflict situation. As the cost of conforming increases, conformity responses should decrease. For example, as the importance of a task



increases, the individual should manifest decreasing conformity to group pressure (DiVesta, 1959; Snyder et al, 1960; Vaughn & Mangan, 1963).

When one is confident that one's judgment or opinion is correct, misrepresentation of those judgments should be more uncomfortable than when one lacks such confidence. Under the former condition, the cost of conforming should be high. If confidence is the "subjective feeling of objective competence" (Allen, 1965), then there is indeed a negative relationship between conformity and confidence (Mausner, 1954; Samelson, 1957).

Studies by Deutsch and Gerard (1955) and by Mouton, Blake and Olmstead (1956) show that conformity decreases when individuals cannot be identified with their responses, i.e., when they respond anonymously. Presumably anonymity reduces the costs of nonconformity because one will not be criticized or rejected for producing a deviant response.

If the costs of conforming outweigh the incentives, then one must utilize other response modes to resolve the disagreement. One can reject the other person if one believes him to be incompetent, opinionated, arrogant, etc. Overt rejection, however, is less likely to occur than covert rejection because overt rejection may intensify the conflict. An individual may also reduce the conflict by devaluing the issue. This is

most likely to occur when the issue is not of great importance to the person. The individual may also underestimate (under-recall) the number of disagreements he had with the other person, but evidence indicates that this response functions most effectively as a delayed, long-term response (Steiner, 1970; Hamilton, 1969; Steiner, Anderson & Hays, 1967). It is unlikely that use of underrecall is efficacious when future contact concerning the issue of a disagreement is expected because it permits the individual to be perceived as forgetful, negligent, etc.

There is no clearly established theoretical framework from which to predict responses to interpersonal disagreements. Studies by Steiner and Rogers (1963) and by Steiner and Johnson (1964) indicate that rejection, devaluation and under-recall are alternative responses to conformity and can either be used singly or in various combinations. Zimbardo (1960), on the other hand, has argued that conformity and rejection cannot be used together. Since the purpose of this study is not to provide support for a comprehensive theoretical structure from which to predict the use of response alternatives, no major predictions are made regarding the utilization of those response alternatives.

#### Anticipated future contact, conformity and commitment

Anticipation of future contact extends a person's concern to potential future rewards and costs of conforming in

the present conflict situation. The incentives and costs described above should continue to operate, but certain incentives and costs may increase or decrease in salience and new incentives and costs must be considered.

When future interaction is anticipated, individuals have the incentive to gain their associate's cooperation and acceptance. Future payoffs are likely to be mediated by the associate and the individual may be able to increase his long-range benefits by ingratiating himself with the associate (Jones, 1964). This type of incentive should tend to increase the amount of conformity exhibited by persons who anticipate continuing contact with their antagonist.

An important cost of conformity that an individual may incur is commitment to a position on an issue that he will have to support in the future when future contact with the associate concerns that issue. Commitment restricts an individual's response alternatives and "binds" an individual to certain behavioral acts (Brehm & Cohen, 1962; Kiesler & Sakumura, 1966). While there are a number of ways in which commitment can be induced (see Kiesler & Sakumura, 1966) it is usually manipulated in conformity studies by varying the degree of anonymity of an individual's response.

Anticipation of future contact should increase commitment, particularly if one's immediate responses are visible

(public). Opinions that are publically expressed cannot readily be changed without "loss of face," and the individual who conforms on one occasion may feel obligated to conform whenever he is in the presence of others who are witness to his act. Kiesler and Corbin (1965), and Kiesler, Zanna and DeSalvo (1966) have specifically varied expectation of continuation in a group as a way of varying commitment to the group and have found this to affect an individual's conformity and attraction to the group.

Even when future contact is not anticipated, but the present interaction is sufficiently long, there are pressures on the individual to behave consistently. Results of conformity studies indicate that initial conformers and nonconformers tend to remain respective conformers and nonconformers throughout the entire experimental session (Asch, 1956; Crutchfield, 1955; Deutsch & Gerard, 1955; Gerard, 1964; Kelly & Shapiro, 1954).

Conformity studies show that conditions of public responding produce a greater amount of conformity than private responding even though public responding commits individuals to their initial responses (Crutchfield, 1955; Deutsch & Gerard, 1955; Mouton, Blake & Olmstead, 1956; Raven, 1959). However, commitment in the usual conformity study does not extend beyond the experimental session. In a short-term,



face-to-face situation, an individual may normatively conform without obligating himself to maintaining his conforming stance in the future. As mentioned earlier, anticipation of future contact should force one to consider future rewards and costs of conforming. If the subject has normatively conformed and his response is visible, he is committed and cannot easily change that response.

It is important to note that conformity and nonconformity are highly visible responses that have strong behavioral implications. Utilization of these responses implies a certain degree of commitment on the part of the individual. Other responses, such as devaluation and underrecall, for example, are not visible and do not publically identify specific behavior orientations. Consequently, utilization of such responses by an individual does not ordinarily commit that person.

Utilization of "low commitment" responses may enable a person to reduce inconsistency while at the same time maintain a large number of behavioral alternatives. Strong use of these responses, though, if they are made public, may result in commitment. In other words, strong use of any visible response may lead to commitment because that response cannot be changed without a "public admission" of error.

#### Relationship of the issue of disagreement to future contact

If future contact will not involve the issue about which

disagreement has arisen, an individual may expect to incur few continuing costs by conforming. He is not committed to defend his position in the future. The incentive value of conforming, though, should remain unaffected; conformity should still function to ingratiate the other person. Consequently, anticipated contact that will not involve the issue about which the disagreement has arisen should intensify conformity; greater conformity should occur than when no future contact is anticipated, or when future contact concerning the same issue is anticipated. More use of nonconforming inconsistency-reducing responses (e.g., rejection, devaluation, underrecall) should occur under these two latter conditions than when contact is expected but will not concern the issue of disagreement.

Future contact concerning the issue of a disagreement should decrease utilization of conformity responses. This should be the case because the cost of conformity is increased (one is now committed to the position he espouses) relative to the costs involved in the utilization of other responses. Furthermore, these other responses are not highly visible and do not have strong behavioral implications.

Importance of the issue. An issue may seem important to an individual and he may feel that others either do or do not regard it as important. Conformity should be especially costly to the individual when the issue is important to himself; it involves misrepresentation of his own view on a matter of sig-



nificance. But a critical incentive may also be strongest when the issue is important. If the individual feels that the issue that is important to him is also important to his associate, he can presumably gain more good will and cooperation (or avoid more hostility) by conforming than would be the case if the issue were unimportant both to him and his associate.

The present study investigates issues that individuals are likely to see as being as important to others as to themselves. Consequently, as importance of the issue increases, both the costs and incentives of conformity should increase. There is no theoretical basis for predicting whether the effects will be greater on costs or on rewards. Consequently, no predictions are made concerning the overall impact of issue importance on level of conformity.

However, when future interaction is anticipated, the effect of issue importance may be mediated by the nature of the anticipated future contact. If the issue about which the disagreement has arisen is important, but the issue will not be discussed in future meetings, conformity may function as an effective ingratiation technique without committing the individual to a position he does not wish to defend later. If the issue will be discussed in future encounters, its importance should make conformity costly as well as rewarding. Consequently, it is expected that issue importance will interact with the character of the anticipated future contact to effect conformity.

Important and unimportant issues combined

It is often the case that disagreeing individuals seek or create some area or locus of agreement. This locus can be a certain facet of the issue of disagreement, a related issue, or perhaps even an unrelated issue. The process may be viewed as a means of differentiation in order to achieve balance (Heider, 1958; Abelson, 1959; Rosenberg & Abelson, 1960). It undoubtedly functions as a means of reducing the actual and/or potential intensity of the disagreement.

Conformity to another person's opinion on one issue may "free" an individual to express his true opinion on another issue without incurring the usual costs of nonconformity. For example, an individual may believe that by conforming on one issue he has expressed to the other person his willingness to compromise, that he is a friendly person, etc. As such, he may feel that he is now entitled to disagree on another issue if he so desires, and, if he does so, it is less likely that he will be perceived as being hostile.

Consider a situation in which an individual is free to conform on either of two issues, one of which is important and the other unimportant, and future contact is expected concerning only one of the issues.

If future contact regarding the important issue is anticipated, then conformity on that issue could yield high payoffs in terms of gaining the other person's cooperation and acceptance.

Conformity on that issue, though, would also entail high costs of commitment. On the other hand, conforming to the other person's opinions regarding the unimportant issue yields a lower payoff, but it entails little or no cost of commitment because it will not be discussed in the future. Consequently, one should expect to find greater conformity on the unimportant than on the important issue, and this difference should be greater than when future contact is not anticipated concerning either issue. One should also find an increase in the judged importance of the unimportant issue because an individual will gain little by conforming on an issue that is unimportant to him and to the other person.

If future contact is anticipated regarding the unimportant issue, conformity on the important issue will yield higher payoffs than conformity on the unimportant issue and will entail little or no commitment costs. Conformity on the unimportant issue, though, will yield only moderate payoffs and entail moderate costs of commitment. Consequently, there should be greater conformity on the important than on the unimportant issue. This difference should be greater than when no future contact is anticipated regarding either issue. (Conformity on one issue and less conformity on the other issue will be termed differential conformity).

Gerard and Rotter (1961) conducted a study designed to determine the effects of anticipated future association upon

resolution of an Asch-type conformity conflict. They reasoned that forces toward resolution would increase the longer the expected future association among the individuals involved. The relevance of the subject matter of the conformity situation to the expected future association was also varied. They assumed that if future subject matter was to be the same as the present subject matter, individuals would expect the present disagreement to carry over to the future interaction as well. Consequently, as long as an individual did not reject the others as sources of information, he should attempt to resolve the present disagreement. Since conformity was the only response made available to the subjects, the only way they could resolve the present disagreement was to conform.

Subjects volunteered for four sessions and participated in four-person groups. Half the subjects expected the group composition to change between sessions (no future contact) while the other half expected the group composition to remain the same (future contact). Also, half the subjects expected the sessions to involve similar tasks (estimation of length of lines, sizes of areas, length of curved lines and length of distorted figures). The other half expected different sessions to involve dissimilar tasks (comparing lengths of lines judging odors, comparing weights and estimating the length of musical passages).

Gerard and Rotter's procedure was similar to that used by



Crutchfield (1955) and by Deutsch and Gerard (1955). Subjects were visually isolated from one another, indicated their judgments by pressing a key, and were given feedback about other subject's judgments by a panel of lights. The initial task concerned comparison of lengths of lines. The sessions consisted of four, nine-trial blocks with the second, third and fourth trial blocks being repetitions of the first trial block. Each subject was led to believe that he was in disagreement with a bogus majority on six out of the nine trials per block. The majority response was incorrect on those six trials and correct on the remaining three.

The results did not support the hypothesis that the greatest amount of conformity would occur in the group that anticipated future association concerning present subject matter. Neither anticipated future association nor the relevance of the future task to the present task had an effect upon conformity. While methodological reasons may account for the results concerning task relevance (all tasks were related because they involved an individual's ability to veridically perceive basic object characteristics), they cannot account for the results concerning future association.

The fact that subjects were not in and would not be in face-to-face interaction with one another may have attenuated possible effects of anticipated future association. Nevertheless,

the results of the study are predictable from a reward-cost analysis of the consequences of commitment created by the anticipated association. Subjects who expected future contact were in a conflict situation in which they would have been committed to conform on future tasks had they exhibited moderate or strong conformity in response to their present conflict. One can assume that potential future costs of conformity were fairly high: subjects expected to be in three more similar experimental sessions with the same group; subjects were lying about their true judgments - judgments that concerned basic perceptual abilities. Since conformity would have led to commitment throughout the four sessions and to immediate and future costs, it is not surprising that subjects who anticipated future association did not exhibit a higher degree of conformity than did subjects who did not anticipate future association.

On the basis of a reward-cost analysis of the conflict situation, one would have expected subjects who did not anticipate future association to exhibit more normative conformity than subjects who did expect future association. The results, while not significant, were in that direction on the first three of the four trial blocks, and the mean conformity score over all trial blocks was highest in the group that did not anticipate future association.



### Overview

The experiment concerns the effect of anticipated future contact upon responses to two-person disagreements. The experimental design consists of four treatment groups and one

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Insert Table 1 about here  
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control group (see Table 1). The independent variables are anticipation of future contact, relationship of the future contact to the issues about which disagreement occurs and the importance of the issues.

The disagreement occurs in a conformity conflict situation involving a naive subject and an experimenter's accomplice. The conflict concern two issues, one of high importance (ecological problems) and one of low importance (registration of cats). These issues are constant for all groups. The issue that experimental groups expect to discuss in the future varies from group to group (see Table 1).

The procedure involves two one-hour sessions one week apart. Premeasures of issue importance, the dependent variables and personality measures are obtained in the first session. The manipulation of anticipated future contact, the disagreement, and the posttest measures are included in the second session.

### Hypotheses

(1a) When future contact is expected regarding the important

Table 1

## The Experimental Design

Group Number	Issues on which the Disagreements occur	Issue to be discussed in future meeting
1	Ecological Problems (important) Registration of cats (unimportant)	Ecological Problems (Related - Important)
2	"	Registration of cats (Related - Unimportant)
3	"	Consumer Protection Legislation Gun Control Legislation (Unrelated - Important)
4	"	Changes in the color and shape of road signs on interstate highways (Unrelated - Unimportant)
5	"	None

issue (Group 1), there will be greater conformity on the unimportant than on the important issue.

(1b) The judged importance of the unimportant issue will increase and will increase most in Group 1.

(2) When future contact is expected regarding the unimportant issue (Group 2), there will be greater conformity on the important than on the unimportant issue.

(3a) When future contact is expected concerning an important or unimportant issue, but one that is unrelated to the disagreement (Groups 3 and 4), there will be greater total conformity than when no future contact is anticipated or when future contact is anticipated concerning the important or unimportant issues of the disagreement.

(3b) Conformity will be greatest when the unrelated issue is an important rather than an unimportant issue. There will be more conformity, then, in Group 3 than in Group 4.

(3c) Subjects who score high on Christie and Geis' (1970) Machiavellianism scale will conform more on the important than on the unimportant issue. (Conformity on an important issue will be more ingratiating than will conformity on an unimportant issue. But to accomplish such ingratiation, one must be willing to misrepresent one's private views on an important issue. High Machiavellian people will be more willing to misrepresent their views on an important issue than will low Machiavellian people).

(4) Conformity on the important issue will be highest in the

group that anticipates future contact concerning an important but unrelated issue (Group 3), next highest in the group that does not anticipate any future contact (Group 5), and least in the group that expects future contact on the important issue that is the basis for disagreement (Group 1).

## C H A P T E R   I I

### METHOD

#### Subjects

Subjects were 126 male volunteers from the introductory psychology course at the University of Massachusetts. Subjects received credits for their participation which contributed to their course grade. They volunteered for a two-part study involving "Factors Influencing Interpersonal Interactions."

A total of 34 subjects did not participate in the second session; 17 because their judged importance of the issues did not meet criterion, 12 because they did not appear for the second session, and 5 for other miscellaneous reasons.

Of the subjects who participated in the second session, 3 were eliminated because they were aware of the conformity manipulation, 3 because they did not believe the commitment manipulation, and 6 for other miscellaneous reasons. Data from the remaining 80 subjects were used in the analyses.

#### Issues

The interpersonal disagreement (conformity manipulation) involved an important and an unimportant issue. The important issue concerned ecological problems, the unimportant issue concerned registration of cats. These issues were chosen because the results of a pretest indicated that most students considered them to be highly important and unimportant,

respectively, to both themselves and to other students.

The unrelated, important issue that subjects in Group 3 expected to discuss in the subsequent meeting concerned either consumer protection legislation or gun control legislation. Two different issues were used because it was not possible to find a single issue that was uniformly regarded as being as important as ecological problems. The unrelated, unimportant issue which subjects in Group 4 expected to discuss concerned changes in the color of lane lines and in the color and shape of road signs on interstate highways.

#### Session 1 (pretest)

##### Pretest questionnaire

The first part of the questionnaire contained rating scales of the importance of ten different issues. Only five of these issues were relevant to the experiment. In order to force subjects to discriminate among the issues, they first had to rank order the issues by their importance using a three-point ranking system. They then rated the importance of each issue both to themselves and to other students on a seven-point rating scale.

Following the importance scales were thirty-six Likert-type attitude statements relating to three issues, ecological problems, registration of cats and conversion to the metric



system in this country. Statements relating to the latter issue were included as "filler items." There were twelve statements per issue and the statements were presented in an alternating sequence.

The second part of the questionnaire contained personality scales. Budner's (1962) tolerance of ambiguity scale was followed by Christie and Geis' (1970) Likert-type Mach IV scale. The last scale was Pettigrew's (1958) category width scale. Only the ten items which Pettigrew found to correlate most highly with category width were used.

### Instructions

Subjects participated in this session in groups of about four to ten people. As subjects entered the experimental room, the experimenter scheduled each of them separately for the second session. They were told that in the next session it would be explained why scheduling was done in this manner. An attempt was made to keep the intersession interval between six and eight days. After everyone had been seated and scheduled, the experimenter recited the following instructions.

This study is a joint project of the Department of Psychology and the Department of Education. It is a long-term project concerning the educational value of group discussions. Educational programs have emphasized the value of discussions as an educational tool. Over the past five years or so, schools have emphasized greater student-teacher dialogue, increased the

number of courses with discussion sections (like the introductory psychology course) and have encouraged departments to have classes consisting of small informal discussion groups whenever feasible.

Even though there is almost universal agreement that discussions are an important educational tool, there has been relatively little research done to show under what conditions discussions provide a valuable learning experience for the individual and what factors influence the nature of discussions. For example, what effect does a discussion topic have upon a discussion? How does a discussion involving one or two people differ from a discussion involving four or five people, eight or nine people, etc.? In other words, what effect does group size have on a discussion? These are examples of some of the types of questions that we hope to be able to answer when the project is completed.

It is likely, then, that in the next session you will be in a group discussion. The groups will probably be fairly small, perhaps only one or two other people. Before we can set up the discussions, though, we need to get some information from you. First of all, we have to know what topics are important to you and what topics you think may be important to other students. We also have to know what your opinions are about these various topics.

So, I would like you to fill out this booklet (the experimenter begins to hand out the experimental booklets). The first part of the booklet contains questions relating to various discussion topics. The second part of the booklet pertains to what are called "cognitive styles." These are individual difference variables which may affect, although we don't really know, how a person interacts with other people.

The instructions for completing the booklet are contained inside the booklet. Please read them carefully. You will have plenty of time to fill out the booklet, so don't rush through it, but work through it at your own pace.

I should mention that all the booklets may not be the same. There is a certain section of the booklet in which you are asked to indicate the extent to which you agree or disagree with statements relating to various issues. Since it would be impossible for you to finish the booklet within the hour, if you had to answer questions relating to all ten issues that are listed on the first page of the booklet, you will only have to respond to statements relating to a subset of three of those issues. Those issues, though, may be different from booklet to booklet.

When you are through, just leave the booklet on the desk and I'll see you next week. If you have any questions when filling out the booklet, ask me about them. OK?

Subjects were told that they had to show up for the next session if they were to receive credit for their participation and to phone the experimenter to be rescheduled if they could not keep the original appointment.

## Session 2: Instructions and Manipulations

### Anticipated future contact

Related-issue condition. A subject and an experimenter's accomplice were brought from a waiting room into the experimental room and were told the following:

Another person was signed up for this hour too, but he phoned yesterday and said that he couldn't make it. This may create some problems, but I think that they can be worked out.

You will shortly be in a discussion with one another concerning (ecological problems) (pros and cons of legislation requiring the registration of cats). I'm going to tape record the discussion for several reasons. First of all, I need some record of the discussion so that it can be later analyzed. Also, some of the tapes can be used in training discussion leaders which are used for various courses such as the Psychology 101 course. In addition, various courses, again such as the Psychology 101 course and particularly the introductory social psychology course, need materials this semester concerning group interactions in order to illustrate various characteristics of group discussions. So, some of these tapes will be played in those classes.

Before you begin the discussion, though, there are several things that I have to do. First of all, let me introduce you onto the tape.

At this point, the experimenter turned on the tape recorder and stated the title of the discussion topic. He then asked the subject and the accomplice to state their names, hometown, class in school and major. He handed the microphone to the subject first. The accomplice stated that he was from Elmira, New York, and that he was a sophomore majoring in English. These characteristics were used in order to make the accomplice appear to be an average student without special knowledge of the discussion topics. A relatively unknown town was chosen so that it would be



unlikely that the subject would be from the same town as the accomplice. The tape recorder was turned off and the experimenter continued with the instructions.

Now, for reasons of control, I have tried to get strangers in these discussions. It would obviously influence the nature of a discussion if the people knew one another. It will be helpful to me to know if strangers view various aspects of an issue the same way. So, before you discuss (ecological problems) (registration of cats) I would like to get your opinions concerning that issue as well as another issue which you yourselves will not be discussing, but which other groups will be discussing. This issue concerns (ecological problems) (registration of cats).

Unrelated-issue conditions. The procedure for these conditions is the same as for the anticipated contact, related-issue conditions with the exception of two instructional changes. The first difference was that subjects were told that they would be in a discussion concerning either gun control legislation or consumer protection legislation (important issues) or changes in the color of lane lines and in the color and shape of road signs on interstate highways (unimportant issue).

The second change occurred after the experimenter had introduced the discussants onto the tape. The instructions were then as follows:

Now, for reasons of control, I have tried to get strangers in these discussions. It would obviously influence the nature of a discussion if the people knew one another.



It will be helpful for me to know if strangers view various aspects of an issue the same way. For methodological reasons, though, I cannot ask people who are going to discuss topic X what their opinions are about that topic before they discuss it. So, before you get into your discussion concerning (gun control legislation) (consumer protection legislation) (changes in the color of lane lines, etc.), I would like to get your opinions concerning two issues that you yourselves will not be discussing, but which other groups will be discussing. These issues concern ecological problems and the pros and cons of legislation requiring the registration of cats.

#### Manipulation of the interpersonal disagreement

The experimenter continued with the instructions.

I have printed on each of these cards (the experimenter held up a stack of 5 x 8 cards) a statement pertaining to a certain facet of one of the two issues. Beneath each statement is a scale that ranges from strongly agree to strongly disagree (the experimenter held up the first card and pointed to the scale. The scale was the same seven-point Likert scale used in the pretest). What you are to do is to read each statement and give your reaction to it by saying the extent to which you either agree or disagree with it. If you neither agree nor disagree with a statement or you are just not sure, you can say 'neutral.' Why don't you go first? (The experimenter addressed the accomplice and handed him the first card). After you have stated your reaction, give the card to (subject's first name).

The experimenter waited for the subject to respond before he handed the accomplice another card. Both the accomplice's and subject's responses were recorded by the

experimenter. The procedure for the manipulation of the interpersonal disagreement was the same for all groups.

The statements printed on the cards were the same statements that the subject's responded to in the pretest. Consequently, there were twenty-four statements, twelve statements per issue. The cards were presented in a standard randomized order which was different from the order of the statements on the pretest. When half the subjects in each condition had been in the experiment, the order was reversed so that the order of presentation would be counterbalanced.

Printed on the experimenter's score sheet was the subject's pretest response to each statement. The experimenter indicated what response the accomplice should make by the way in which he held each card when he gave it to the accomplice. In this manner, the experimenter was able to create a discrepancy between the subject's pretest responses and the accomplice's responses.

It was important that the accomplice maintain the same position on each issue for all groups. He was instructed to respond in such a way that made him appear to be disbelieving of the importance and severity of ecological problems and to favor the registration of cats.

Insofar as possible, the accomplice's response to an item always deviated from the subject's pretest response

by a standard number of steps on the seven-point scale. However, when a subject's pretest response to a statement had been rather strongly critical of the importance of ecological problems, or strongly in favor of registration of cats, the standard discrepancy could not always be maintained. When this occurred, adjustments were made on other statements so that the total discrepancy across all statements dealing with a given issue would be constant across subjects. Appendix A contains the issue-related statements.

#### Posttest questionnaire

Related-issue conditions. After the subject had responded to the last statement, the experimenter said,

It is not uncommon for a person who has had a chance to think about an issue, has had a chance to talk to someone about an issue or has been exposed to different views on an issue to change his opinion on the issue. I have to know as accurately as possible what your opinions are not only concerning the discussion topic, but also concerning matters which I believe may influence the nature of discussions. So, I have one more series of questions to ask you. This will be the last series of questions that you will have to answer and then you can go right into the discussion. The questions may also be of some help in organizing and collecting your thoughts before the discussion. I would like you to fill out this questionnaire, then. Since it's possible that one another's presence may influence your responses to some of the questions, I would prefer that you fill these out in separate rooms.

The experimenter gave the subject and accomplice a posttest questionnaire and asked the subject to step into the next room. The subject and accomplice were separated because pilot subjects often attempted to see how the accomplice was answering the questions.

The posttest questionnaires contained measures of the various dependent variables. These included measures of attitudes towards ecological problems and registration of cats, measures of rejection of the accomplice, recall of the number of disagreements subjects had with the accomplice on each of the two issues, and the importance of the two issues about which disagreements had arisen and the issue (if any) the subject expected to discuss later.

In addition, questions were asked concerning the subjects reactions to the anticipated future contact. The questionnaires varied slightly according to the treatment group a subject was in (see Appendix B).

After the subject had completed the questionnaire, he was asked to write a short statement about what he thought the purpose of the experiment was up to that point. The subject was then taken back into the room with the accomplice and debriefed (see below). Since subjects were not thoroughly debriefed at this time, they were told to write down their address if they wished further information about the study.



They were asked not to talk about the study to their friends and thanked for their participation.

Unrelated-issue conditions. After the subject had responded to the last statement concerning the issues involved in the disagreement, the experimenter said,

It is not uncommon for a person who has had a chance to think about an issue, has had a chance to talk to someone about an issue or has been exposed to different views on an issue to change his opinion on the issue. I have to know as accurately as possible what student opinions are on these issues. So I have one more series of questions to ask you concerning these issues and concerning matters which I believe may influence the nature of discussions. Again, for methodological reasons, I cannot ask people who are going to discuss these issues these kinds of questions. (From this point on, the instructions are the same as for the related-issue groups).

No anticipated future contact condition (control group)

After the subject and accomplice were brought into the room they were told the following:

You yourselves will not be in a discussion. If you want to, you may volunteer to be in a discussion in a few weeks, but in any case, you two will not be in a discussion together. You can be of some help, though, in a way in which I will explain shortly. First, I need some information from you. (The experimenter asked the subject and then the accomplice for his name, hometown, class and major and jotted these down on paper). For reasons of control, I have tried to get strangers in the discussions because it would obviously influence the nature of a discussion if people knew one another. It will be helpful for me to know if strangers view various aspects of an issue the same way. For methodological



reasons, though, I cannot ask people who are going to discuss a topic X what their opinions are about the topic immediately before they discuss it. So, I would like to get your opinions concerning two issues which you will not be discussing, since you will not be in a discussion, but which other groups will be discussing. These issues concern ecological problems and the pros and cons of legislation requiring the registration of cats.

(After the subject had responded to the last statement concerning the interpersonal disagreement, the experimenter said,)

It is not uncommon for a person who has a chance to think about an issue, has had a chance to talk to someone about an issue, to change his opinion on that issue. So I have one more series of questions I would like to ask you concerning these issues and concerning matters which I believe may influence the nature of a discussion. Again, for methodological reasons, I cannot ask people who are going to be in discussion these types of questions. I would like you to fill out this questionnaire, then. Since it is possible that one another's presence may influence your responses to some of the questions, I would prefer that you fill these out in separate rooms. (The remainder of the procedure was the same as for the other groups).

### Debriefing

For fear that subjects would talk to their friends about the study, subjects were not informed immediately after the experiment that their associate was an accomplice. Subjects were told that the study did not concern group discussions per se and that it was not a joint project of the departments of psychology and education. It was explained

why this deception was used and why deception in general is used.

Subjects were told that the study concerned the effects of attitude similarity upon an anticipated interaction with another person and that they had been paired according to their pretest responses to the statements. The alleged reason why they had been asked to respond to the statements verbally was so that they would know how similar their views were on the issues. They were informed that the importance of the issues and their relevance to the anticipated discussion were manipulated variables.

Subjects were also told that some people actually did have a tape recorded discussion so that one could determine if attitude similarity not only affected one's expectations of the interaction, but also affected the interaction itself.

The experimenter described the category width scale and briefly explained its use, but he did not at that time describe the other personality scales.

After the entire experiment was completed a letter was sent to each participant in which the true purpose of the experiment was explained (see Appendix C).

## CHAPTER III

### RESULTS

#### Check of Experimental Controls

##### Importance of issues

During the first experimental session, subjects rated the importance of the issues on a seven-point scale. It had been decided a priori that a subject must indicate a difference of at least three scale units in his judgment of the importance of ecological problems versus registration of cats in order to participate in the second session of the experiment. Furthermore, the mean difference between these ratings should be constant across groups. Table 1 reports the mean differences for each group. A one-way analysis of variance revealed that the between group differences were not significant ( $F < 1$ ,  $df = 4/75$ , ns).

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Insert Table 2 about here  
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It was also necessary that the two important related and unrelated issues be equal in importance and that the two unimportant, related and unrelated issues be equal in importance. Table 2 reports the importance ratings of the issue that subjects in each group expected to discuss. There was no significant difference between the two important, related and unrelated issues ( $t = .889$ ,  $df = 30$ , ns) or between the

Table 2

Means and Standard Deviations of the Difference  
Between the Rated Importance of Ecological Pro-  
blems and Registration of Cats

	Group 1	Group 2	Group 3	Group 4	Group 5
$\bar{X}$	5.5000	5.7350	5.5000	5.5700	5.1875
SD	0.9661	1.0878	0.7303	0.4472	0.9811

Note. - N = 16 for each group. High scores indicate  
high importance.

two unimportant related and unrelated issues ( $t = 1.240$ ,  $df = 30$ , ns).

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 Insert Table 3 about here  
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#### Pretest-posttest interval

An attempt was made to maintain the length of the inter-session interval between seven and nine days. For reasons of control, this interval was held constant for all groups ( $F < 1$ ,  $df = 4/75$ , ns). Means and standard deviations of the pretest-posttest intervals are reported in Table 3.

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 Insert Table 4 about here  
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#### Disagreements

As mentioned above, the disagreements were controlled by holding constant the sum of the discrepancies between the subject's pretest responses to the statements and the accomplice's responses to the statements. It was decided a priori to have twenty-one discrepancy units per issue, a total of forty-two units per session.

In addition, an attempt was made to hold constant the mean number of statements relating to each issue on which the accomplice disagreed with the subject. Table 4 shows the means and standard deviations of the number of statements on which disagreements occurred. The data are reported separately



Table 3  
Means and Standard Deviations of the  
Rated Importance of the Issue that  
Subjects Expected to Discuss

	Group 1	Group 2	Group 3	Group 4
Issue	Ecological problems	Registration of cats	Gun control legislation Consumer protection legislation	Changes in markings and roadsigns on interstate highways
$\bar{X}$	6.8750	1.2500	6.7500	1.6250
SD	0.3416	0.5774	0.4472	0.8851

Note. - N = 16 for each group. High scores indicate high importance.

Table 4  
Means and Standard Deviations of  
the Length of the Pretest-Post-  
test Interval

	Group 1	Group 2	Group 3	Group 4	Group 5
$\bar{X}$	8.188	7.625	8.125	7.875	8.063
SD	2.344	1.310	2.187	1.544	2.235

Note. - N = 16 for each group. The intersession interval is measured in days.

for issues and treatment groups. A one-way analysis of

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 Insert Table 5 about here  
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variance indicated that there were no significant differences among the mean number of such statements relating to the important issue, ecological problems, ( $F = 1.081$ ,  $df = 4/74$ ,  $ns$ ) or to the unimportant issue, registration of cats, ( $F = 1.288$ ,  $df = 4/75$ ,  $ns$ ).

A  $5 \times 2$  analysis of variance (Groups  $\times$  Importance of issues of the disagreement) revealed that there were a greater number of disagreements relating to registration of cats ( $\bar{X} = 10.925$ ) than to ecological problems ( $\bar{X} = 10.638$ ;  $F = 10.130$ ,  $df = 1/75$ ,  $p < .05$ ). Although this difference is small, it is significant. The disagreements, then, were only controlled, as originally planned, by holding constant the total units of discrepancy per issue.

#### Accomplices

Because of the time demands required to carry out the study, two accomplices were used. Each accomplice was paired with eight subjects in each condition.  $2 \times 2 \times 5$  analyses of variance (Accomplice  $\times$  Importance of issues of disagreement  $\times$  Groups) were computed on each of the five dependent variables in order to determine whether there was a differential effect of accomplices on these variables.

Table 5

Means and Standard Deviations of the Total Number  
of Statements Relating to Each of the Two Issues  
About Which Disagreement Occurred

	Group 1	Group 2	Group 3	Group 4	Group 5
Important issue - ecological problems					
$\bar{X}$	10.500	10.438	10.625	10.688	10.938
SD	0.816	0.512	0.806	0.873	0.680
Unimportant issue - registration of cats					
$\bar{X}$	10.938	10.563	11.063	11.000	11.063
SD	0.574	0.727	0.680	0.966	0.680

Note. - N = 16 for each group. The total number of statements relating to each issue was 12.

There were no significant main or interaction effects of accomplices on conformity, rejection, devaluation, recall or attitude change. A main effect of accomplices did approach significance on rejection scores ( $F = 3.231$ ,  $df = 1/70$ ,  $p < .10$ ). The accomplice who was rejected most was a fairly large, bearded person who appeared to be less amiable than did the other accomplice. Also, the interaction between accomplices and treatment groups approached significance on the recall scores ( $F = 2.100$ ,  $df = 1/70$ ,  $p < .10$ ).

### Hypothesized Results

#### Conformity

A measure of conformity was obtained by summing (across statements) the number of scale units by which the subject's verbal response was shifted in the direction of the response announced by the accomplice. Movement beyond the accomplice's response but on the same side of the neutral point was also considered to be conformity. For example, if the subject's pretest response to a statement was "strongly agree," the accomplice's response "moderately agree," and the subject's response "neutral," this would be scored as three units of conformity. (In addition, this would also be scored as two units of overconformity).

Now assume the subject's pretest response was "moderately agree," the accomplice's response "slightly agree," and the subject's response "moderately disagree." This would be scored



as two units of conformity (as well as one unit of overconformity and two units of anticonformity).

A second measure of conformity was obtained by subtracting the subject's anticonformity score from his conformity score. Since this measure correlated highly with the first measure ( $r = .921$ ), only data analyses concerning the first measure will be reported.

It was hypothesized that when future contact was expected concerning the important issue of the disagreement that there would be greater conformity on the unimportant issue of the disagreement. When future contact was expected concerning the unimportant issue of the disagreement, it was hypothesized that there would be greater conformity on the important than on the unimportant issue.

A  $5 \times 2$  analysis of variance (Groups  $\times$  Importance of issues of the disagreement) on conformity scores yielded no significant differences in conformity to the important and unimportant issues ( $F < 1$ ,  $df = 1/75$ ,  $ns$ ). There were also no differences in conformity as a function of treatment conditions ( $F < 1$ ,  $df = 4/75$ ,  $ns$ ). A summary of the analysis of variance is presented in Table 5. Table 6 reports the means and standard deviations of the conformity responses to the two issues and of the total amount of conformity for all groups.

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 Insert Tables 6 and 7 about here  
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It was also hypothesized that there would be greater total

Table 6  
Summary of Analysis of Variance on  
Conformity Responses

Source	<u>df</u>	MS	<u>F</u>
Groups	4	0.484	< 1
Importance of issues	1	0.400	< 1
Groups x Importance	4	11.603	1.030
Between group error	75	18.421	
Within group error	75	11.269	

Table 7

Means and Standard Deviations of Conformity Responses  
to the Important and Unimportant Issues of the Disagreement  
and of the Total Amount of Conformity

		Group 1	Group 2	Group 3	Group 4	Group 5
Important Issue (Ecological problems)	$\bar{X}$	10.750	9.875	11.625	10.063	10.563
	SD	4.612	4.272	4.288	4.538	3.558
Unimportant Issue (Registration of cats)	$\bar{X}$	10.625	11.125	9.938	11.250	10.438
	SD	3.810	3.739	2.351	3.173	3.663
Total Conformity	$\bar{X}$	21.375	21.000	21.563	19.313	21.000
	SD	7.338	7.033	5.266	6.129	5.033

Note. - N = 16 for each group. There was a total possible score of 21 for each issue.

conformity in the unrelated issue conditions than in the other treatment conditions. Furthermore, conformity would be greater when the unrelated issue was an important rather than an unimportant issue. A one-way analysis of variance of the total conformity scores yielded no significant differences ( $F < 1$ ,  $df = 4/75$ , ns).

A  $2 \times 2$  analysis of variance (Relationship of future discussion topic to issues of the disagreement  $\times$  Importance of issues of the disagreement) yielded no significant differences in conformity between the two issue-related and issue unrelated conditions ( $F < 1$ ,  $df = 1/62$ , ns).

There was neither an effect, then, of anticipated future contact upon conformity nor an effect of the relationship between the issues around which the disagreement occurred to the topic of the anticipated discussion on conformity responses.

t-tests for a single mean were computed on the conformity scores for all subjects on the two issues of the disagreement. Subjects showed a significant degree of conformity on the issue involving ecological problems ( $t = 2.486$ ,  $df = 15$ ,  $p < .05$ ) and on the issue concerning registration of cats ( $t = 3.195$ ,  $df = 15$ ,  $p < .05$ ). Although there were no differences in conformity among groups, then, subjects did conform on the two issues to a significant extent.

#### Devaluation

The measure of devaluation was obtained by subtracting a

subject's posttest rating of the importance of an issue from his pretest rating of the importance of the issue. (It should be noted that because pretest ratings were extreme, devaluation scores may have reflected a "ceiling effect").

It was hypothesized that the judged importance of the unimportant issue would increase and would increase the most in the group that anticipated future contact concerning the important issue of the disagreement. A  $5 \times 2$  analysis of variance (Groups  $\times$  Importance of the issues of the disagreement) yielded a significant effect of the importance of the issue on devaluation ( $F = 27.829$ ,  $df = 1/75$ ,  $p < .05$ ). The judged importance of ecological problems decreased from pretest to posttest whereas the judged importance of the registration of cats increased. While these results support the expectation that the unimportant issue would increase in importance from pretest to posttest, they do not support the hypothesis that the increase would be greatest in Group 1. Table 7 reports the means and standard deviations of the devaluation scores.

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 Insert Table 8 about here  
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There were no differences among groups, though, in the extent to which the important issue was devalued ( $F = 1.026$ ,  $df = 4/75$ , ns) or the extent to which the unimportant issue increased



Table 8

Means and Standard Deviations of Devaluation Scores  
of the Issues Around Which Disagreement Occurred

		Group 1	Group 2	Group 3	Group 4	Group 5
Important Issue (Ecological problems)	$\bar{X}$	6.875	6.563	6.375	6.563	6.125
	SD	1.500	0.892	0.619	1.504	0.500
Unimportant Issue (Registration of cats)	$\bar{X}$	5.938	5.625	5.625	5.250	5.938
	SD	0.772	0.957	1.204	0.856	0.443

Note. - N = 16 for each group. A constant of 6 was added to the devaluation scores. Scores greater than 6 indicate devaluation, scores less than 6 indicate increased evaluation.

in importance ( $F = 1.662$ ,  $df = 4/75$ ,  $p < .20$ ). Furthermore, a  $t$ -test for correlated means between the pretest and posttest ratings of the importance of the issue concerning ecological problems yielded no significant differences ( $t = .293$ ,  $df = 79$ ,  $ns$ ). A similar test between the pretest and posttest ratings of the importance of the unimportant issue also yielded no significant differences ( $t = 1.296$ ,  $df = 79$ ,  $ns$ ). Consequently, the effect of the importance of the issues on devaluation is significant only when the relative differences in the importance of the issues is considered.

A one-way analysis of variance on devaluation scores concerning the issue of the anticipated discussion yielded significant differences among the four anticipated future contact groups ( $F = 9.263$ ,  $df = 3/60$ ,  $p < .05$ ). The two important issues decreased in importance whereas the two unimportant issues increased in importance (see Table 8).

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 Insert Table 9 about here  
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### Rejection

Rejection of the accomplice's opinions regarding the issues around which the disagreement occurred was measured by having subject's indicate on a six-point, bipolar scale how competent they thought the other person was to make judgments concerning (1) ecological problems, and (2) registration of cats. An

Table 9

Means and Standard Deviations of Devaluation Scores  
for the Issues of the Anticipated Discussion

	Group 1	Group 2	Group 3	Group 4
$\bar{X}$	6.875	5.625	6.750	4.938
SD	1.500	0.957	0.775	1.482

Note. - N = 16 for each group.

overall measure of rejection was obtained by having subjects indicate on the same type of scale how much they liked the other person.

The results of a  $5 \times 2$  analysis of variance (Groups  $\times$  Importance of the issues of the disagreement) yielded a significant difference among groups in the use of rejection ( $F = 2.972$ ,  $df = 4/75$ ,  $p < .05$ ). A Scheffé multiple comparison test indicated that this difference was primarily a result of a significant difference ( $F = 8.120$ ,  $p < .05$ ) between the combined unrelated issue conditions and the control group. Subjects in the control group rejected the accomplice more than did subjects in the unrelated-issue conditions.

There were no effects of either the importance of the issues around which the disagreement centered on rejection ( $F < 1$ ,  $df = 1/75$ ,  $ns$ ) or of the interaction of issue importance with treatment groups ( $F < 1$ ,  $df = 4/75$ ,  $ns$ ). A one-way analysis of variance of the rejection scores pertaining to the accomplice's ability to make judgments concerning ecological problems was not significant ( $F = 1.893$ ,  $df = 4/79$ ,  $p < .20$ ). A similar analysis on rejection scores pertaining to the accomplice's ability to make judgments concerning registration of cats was also not significant ( $F = 2.355$ ,  $df = 4/79$ ,  $p < .10$ ). Means and standard deviations of these scores are presented in Table 9.  $t$ -tests for a single mean were computed on the

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 Insert Table 10 about here  
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rejection scores pertaining to each of the two issues of the disagreement. Subjects did not use rejection to a significant extent regarding either ecological problems ( $t = .724$ ,  $df = 15$ , ns) or registration of cats ( $t = .850$ ,  $df = 15$ , ns).

A one-way analysis of variance on the overall rejection scores yielded no significant differences among treatment groups ( $F < 1$ ,  $df = 4/79$ , ns). The two different measures of rejection were only significantly correlated in the two groups that anticipated future contact concerning an important issue (see Table 10).

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 Insert Table 11 about here  
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#### Recall of disagreements

A measure of recall of the number of disagreements (differences in opinion) relating to an issue was obtained by subtracting a subject's estimate of the number of disagreements from the actual number of disagreements relating to that issue. Subjects were not told the actual number of disagreements when making their estimates.

A  $5 \times 2$  analysis of variance (Groups  $\times$  Importance of issues of the disagreement) yielded no significant differences among treatment groups ( $F = 1.308$ ,  $df = 4/75$ , ns). There were also



Table 10

## Means and Standard Deviations of Rejection Scores

	Group 1	Group 2	Group 3	Group 4	Group 5
Important Issue	4.375	4.250	4.500	4.375	3.625
(Ecological problems)					
SD	0.885	1.238	1.033	0.885	0.957
Unimportant Issue	4.188	4.313	4.375	4.250	3.625
(Registration of cats)					
SD	0.750	0.793	0.957	0.577	0.806
Average rejection score	4.281	4.281	4.438*	4.313*	3.625*

Note. - N = 16 for each group. The lower the score, the greater the rejection.

\* Indicate scores on which the Scheffé test yielded significant results.

Table 11

Correlations Between Measures As Determined By (a). Judged  
Competence of the Other Person and (b) Liking For the Other

	Person				
	Group 1	Group 2	Group 3	Group 4	Group 5
Ecological problems	.5687*	.4457	.5213*	-.0173	-.0488
Registration of cats	.6284*	.2472	.5904*	.0531	-.0388

Note. - N = 16 in each group.

\*  $p < .05$

no effects of issue importance on recall ( $F < 1$ ,  $df = 1/75$ , ns) or of the interaction of issue importance with treatment groups on recall ( $F < 1$ ,  $df = 4/75$ , ns). Thus underrecall was not differentially used as a response to the interpersonal disagreements (see Table 11).  $t$ -tests for a single mean were computed on recall scores pertaining to each of the two issues of the disagreement. The results indicated that subjects did not significantly underrecall the number of disagreements relating to ecological problems ( $t = 1.239$ ,  $df = 15$ , ns) and to registration of cats ( $t = 1.259$ ,  $df = 15$ , ns).

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 Insert Table 12 about here  
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### Attitude change

A measure of attitude change was obtained by summing the number of discrepancy units between a subject's pretest and posttest responses to the statements pertaining to the issues of the disagreement. This response should be considered a reactive measure since the influence of a person's opinions on another was given as partial rationale for the administration of the posttest questionnaire (see instructions above).

A  $5 \times 2$  analysis of variance (Groups  $\times$  Importance of the issues of the disagreement) yielded no significant differences in attitude change among the groups ( $F < 1$ ,  $df = 4/75$ , ns). There were also no significant differences in attitude

Table 12

## Means and Standard Deviations of Recall Scores

	Group 1	Group 2	Group 3	Group 4	Group 5
Important Issue $\bar{X}$	13.813	15.938	16.188	13.313	14.875
(Ecological problems) SD	3.936	3.356	2.455	5.375	3.897
Unimportant Issue $\bar{X}$	13.438	14.250	15.188	13.750	14.875
(Registration of cats) SD	4.761	2.517	2.228	4.754	2.872
Average Recall Score $\bar{X}$	13.625	15.094	15.688	13.531	14.875

Note. - N = 16 for each group. A constant of 10 was added to each score.

High scores indicate high underrecall, i.e, lower estimates of the number of disagreements.

change as a function of the two issues of the disagreement ( $F < 1$ ,  $df = 1/75$ ,  $ns$ ) or of the interaction of issues with treatment groups ( $F = 1.539$ ,  $df = 4/75$ ,  $ns$ ). Means and standard deviations of attitude change scores are reported in Table 12.  $t$ -tests for a single mean were computed on the average of the mean attitude change scores for both issues of the disagreement. The results indicated that there was significant attitude change on the issue concerning ecological problems ( $t = 2.322$ ,  $df = 15$ ,  $p < .05$ ) and on the issue concerning registration of cats ( $t = 2.300$ ,  $df = 15$ ,  $p < .05$ ).

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 Insert Table 13 about here  
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#### Machiavellianism and conformity

It was hypothesized that high Machiavellian people would be more willing to conform on important issues than would low Machiavellian people. One should expect higher correlations between Machiavellianism and conformity on the issue concerning ecological problems than between Machiavellianism and conformity on the issue concerning registration of cats. As shown in Table 13, this expectation was not confirmed. (Because the correlations between Machiavellianism and conformity to each of the two issues are not based on independent observations, it is not possible to test the difference between the correlations within each group).



Table 13

Means and Standard Deviation of Attitude Change Scores

	Group 1	Group 2	Group 3	Group 4	Group 5
Important Issue $\bar{X}$	10.188	8.063	9.00	8.938	9.938
(Ecological Problems) SD	4.246	4.374	4.427	4.250	2.563
Unimportant Issue $\bar{X}$	9.250	10.625	9.250	9.500	7.875
(Registration of cats) SD	3.768	5.124	4.219	4.147	3.594

Note. - N = 16 for each group. Attitude change scores reported in this table were obtained by summing the number of discrepancy units between a subject's pretest and posttest responses to the statements pertaining to the issues of the disagreement.

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Insert Table 14 about here  
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There were no significant correlations between either the tolerance of ambiguity scale or category width scale with any of the five response measures.

### Internal Analyses

#### Manipulation checks

Commitment. The manipulation which largely determined the incentive-cost structure of the future contact conditions was the instruction that some of the tape recordings of the anticipated discussion would be played in the subject's introductory psychology class. It had been reasoned that this manipulation would have the effect of committing a person to a position on an issue when that issue was both the topic of a disagreement and the topic of the anticipated discussion.

Subjects were asked to give estimates of the probability that the tape recording of the anticipated discussion would be played in class. Estimates were made on a discrete, eleven-point scale (see Appendix B). There were no significant differences in the mean estimates among the four future contact conditions ( $F < 1$ ,  $df = 3/60$ , ns). The means and standard deviations of the probability estimates are presented in Table 14.

If the commitment manipulation produced its intended effect, one would expect to find positive correlations between the

Table 14  
Correlations Between Machiavellianism and Conformity  
to Each Issue of the Disagreement

	Group 1	Group 2	Group 3	Group 4	Group 5
Ecological problems	.313	.023	.014	.144	-.127
Registration of cats	.246	.023	.388	-.537*	-.344

\*  $p < .05$

probability estimates and the amount of conformity to the issues of disagreement. No significant correlations were obtained as shown in Table 15. The results indicate, then, that the commitment manipulation did not have its intended effect.

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 Insert Tables 15 and 16 about here  
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Apprehension. Subjects were also asked to indicate how apprehensive they were about the anticipated discussion. (Subjects in the control group were asked how apprehensive they would be if they were to be in a discussion with the other person). Subjects indicated their response on a seven-point bipolar scale. There were no differences in the mean level of apprehension reported for the five treatment groups ( $F < 1$ ,  $df = 4/75$ , ns). The means and standard deviations of these scores are presented in Table 16. Table 17 shows the obtained correlations between level of apprehension and conformity during the first and second halves of the series of interpersonal disagreements.

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 Insert Tables 17 and 18 about here  
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Although the correlations are not significant, it should be noted that correlations between level of apprehension and conformity on each issue during the second half of the disagreement are higher than the correlations for the first half

Table 15

Means and Standard Deviations of the Estimates of the Probability that the Tape Recording of the Anticipated Discussion Will Be Played in the Subject's Psychology

	Class			
	Group 1	Group 2	Group 3	Group 4
$\bar{X}$	33.750	30.625	31.875	28.750
SD	19.279	16.520	17.212	19.279

Note. - N = 16 for each group.



Table 16

Correlations Between the Estimates of the Probability  
That the Tape Recording of the Anticipated Discussion  
Will Be Played in Class With the Amount of Conformity  
to the Two Issues of the Interpersonal Disagreement

	Group 1	Group 2	Group 3	Group 4
Ecological problems	.109	.124	-.134	-.388
Registration of cats	-.079	-.045	.036	.136

Note. - N = 16 for each group. A correlation of .500 is  
needed for significance.

Table 17

Means and Standard Deviations of Level of Apprehension Scores for All Treatment Groups

	Group 1	Group 2	Group 3	Group 4	Group 5
$\bar{X}$	3.625	4.313	3.938	3.938	3.250
SD	1.707	1.622	1.526	1.289	1.880

Note. - N = 16 for each group. High scores indicate high levels of apprehension. The maximum score is 7.

Table 18

Correlations Between Level of Apprehension  
and Conformity to the Two Issues of the Dis-  
agreement For the First and Second Halves of  
the Experimental Session

	Ecological problems		Registration of cats	
	First half	Second half	First half	Second half
Group 1	.257	.456	.176	.211
Group 2	-.147	.381	.196	.322
Group 3	.282	.389	-.320	.469
Group 4	-.273	-.112	-.292	.308
Group 5 (Control)	.560*	-.171	.222	-.243

Note. - N = 16 for each group.

\*  $p < .05$

of the disagreement. This is true without exception for the four anticipated future contact conditions. A sign-rank test of differences on Fischer Z transformations of the correlations indicated that the probability of this patterning occurring by chance is less than .01. It should also be observed that this patterning is reversed for the control group.

There was no significant correlation between level of apprehension and the probability that the tape recording would be played within any treatment group except Group 2 ( $r = -.555$ ,  $p < .05$ ). Also, there was no relationship between level of apprehension and use of rejection, devaluation, underrecall and attitude change as responses to the disagreement.

Consequently, although level of apprehension appears to have been a partial determinant of conformity, it was not a determinant of non-conforming responses. Furthermore, level of apprehension was not affected by the commitment manipulation, suggesting that it was a result of the interpersonal disagreement and/or anticipated discussion per se.

There were no differences among groups in how well subjects thought they would get along with the other person during the discussion, how comfortable they felt with the other person, and how likely it was that they would have a congenial discussion. There were also no significant correlations between these measures and the level of apprehension.

Competence. Subjects were asked to judge how competent both they and the other person were to make judgments concerning the issues of the disagreement. A  $5 \times 2$  analysis of variance (Groups  $\times$  Judged competence of self and other) on competence ratings regarding ecological problems yielded no significant differences between self competence and the competence of the other person ( $F = 1.654$ ,  $df = 4/75$ ,  $p < .20$ ).

A similar analysis of competence ratings regarding registration of cats, however, yielded significant differences ( $F = 24.091$ ,  $df = 4/75$ ,  $p < .05$ ). Subjects judged the accomplice to be more competent than they to make judgments concerning this issue. Furthermore, subjects indicated that they were more competent to make judgments concerning ecological problems ( $\bar{X} = 4.375$ ) than registration of cats ( $\bar{X} = 3.488$ ;  $F = 42.697$ ,  $df = 4/75$ ,  $p < .05$ ). Treatment conditions had no effect upon any of the competence ratings.

#### Relationships Among Responses

Intercorrelations among conformity, rejection, devaluation and underrecall concerning both the important and unimportant issue of the disagreement were obtained for each group. A sign-rank difference test on Fischer  $Z$  transformation scores of these correlations indicated that the response intercorrelations pertaining to the important issue were significantly higher than the response intercorrelations pertaining to the



unimportant issue, ( $p < .05$ ), for all treatment groups combined.

Response intercorrelations for all groups are presented in Table 18. It should be noted that the correlations regarding the important issue are highest in the two related-

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Insert Table 19 about here  
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issue conditions (Groups 1 and 2). Also, of the nineteen negative correlations, fifteen pertain to the unimportant issue of the disagreement, only four to the important issue.

These results suggest that the importance of an issue around which disagreement occurs, i.e., the importance of the disagreement, is a determinant of the interrelationships among responses to that disagreement. Responses are more likely to function as mutually exclusive alternatives when the issue is unimportant than when the issue is highly important.

## Intercorrelations Among Response Alternatives

Group 1	Conformity		Rejection		Underrecall	
Rejection	.546*	.306				
Underrecall	.423	.238	.289	.237		
Devaluation	.198	-.031	.389	.597*	.075	-.137
Group 2						
Rejection	.435	.503*				
Underrecall	.432	.209	.485	-.142		
Devaluation	.562*	-.619*	.106	-.362	.302	-.595*
Group 3						
Rejection	.346	-.255				
Underrecall	.210	.079	.355	-.066		
Devaluation	.031	.015	.000	-.112	-.049	.301
Group 4						
Rejection	-.156	.073				
Underrecall	.141	.230	.548*	-.073		
Devaluation	.092	.000	.031	-.270	.010	.033
Group 5						
Rejection	-.149	-.259				
Underrecall	.121	-.320	.094	-.022		
Devaluation	.033	.350	-.035	.117	.248	-.059

Note. - N = 16 for each group. The first figure under each column heading represents the response intercorrelation pertaining to the important issue of the disagreement. The second figure pertains to the unimportant issue.

\*  $p < .05$

## CHAPTER IV

### DISCUSSION

#### Obtained Results

It was hypothesized that anticipated future contact, the importance of the issues around which disagreement occurred, the importance of the issues that people expected to discuss, and the relationship of those issues to the issues of the disagreement would influence conformity responses.

The results yielded no significant effects of these variables on conformity. Subjects in all treatment groups, though, did conform to a significant degree on both issues. In addition, the pattern of correlations within treatment groups between conformity and level of apprehension indicated that anticipated future contact did have some effect upon conformity responses.

Subjects did not differentially conform to the two issues. Subjects who anticipated future contact concerning the important issue of the disagreement, then, did not conform more on the unimportant than on the important issue. Also, subjects who anticipated future contact concerning the unimportant issue of the disagreement did not conform more on the important issue than on the unimportant issue. Both of these findings were contrary to hypotheses.

Contrary to prediction, subjects in the related-issue conditions did not conform more than subjects in either the related-issue conditions or in the control group. Also, the hypothesis was not supported that conformity would be greatest when the unrelated-issue was an important rather than unimportant issue.

The results did support the expectation that the unimportant issue of the disagreement would increase in importance from pretest to posttest, but they did not support the hypothesis that this increase would be greatest in the group that anticipated future contact concerning the important issue of the disagreement. The unimportant, unrelated-issue also increased in importance while the important, related and unrelated-issues were devalued.

There were differences among groups in use of rejection and all groups showed significant attitude change toward both issues, although there were no differences in attitude change among groups.

#### Anticipated Future Contact

The results of this study are similar to the results obtained by Gerard and Rotter (1961) in that there was neither an effect of anticipated future contact on conformity nor an effect of the relationship between the subject matter of the disagreement to that of the future contact on conformity.

It had been argued earlier that the results of the Gerard and Rotter (1961) study could be explained on the basis of an incentive-cost analysis of their conformity situation. The fact that the results of this study did not support such an analysis necessitates a re-examination of the theoretical basis and methodology of the present study.

#### Alternative explanations

Several different explanations of the results might be proposed. (1) Some parameters of "real life" situations may not be reproducible in the laboratory. (2) Manipulations of the independent variables may not have been sufficiently potent. (3) Uncontrolled variables may have been confounded with the independent variables. (4) The incentive-cost analysis presented in this paper is not valid.

Related to the first explanation is Allen's (1965) argument that natural rather than artificial groups should be used when investigating the effects of future contact. Future contact among members of natural groups provides the opportunity for subsequent positive and negative sanctions of member's behavior. It is not possible to produce these sanctions, it is argued, when there is limited future contact i.e. in a short-term laboratory setting involving artificial groups. Allen invoked Gerard and Rotter's (1961) results to support this argument.



While there are important differences between natural and artificial groups, it would be premature to conclude on the basis of two studies that parameters of "real life" situations involving future contact cannot be investigated in the laboratory. The second and third explanations should be investigated before such a conclusion is accepted.

Potency of the manipulations. An attempt was made in this study to define the incentives and costs that are likely to be salient in a number of "real life" situations involving interpersonal conflict when future contact is anticipated. However, the manipulation that primarily determined the costs of conforming or not conforming (the commitment manipulation) was not effective. There was no correlation between the estimated probability that the tape recording of the anticipated discussion would be played in the subject's psychology class and the amount of conformity to the issues of the disagreement.

The possibility exists, however, that subjects may not have had friends, or did not know other people, in the class. If this were the case, subjects who anticipated future contact could conform without incurring the high costs of commitment because they were fairly anonymous in the classroom. The introductory psychology classes consisted of nearly five-hundred people, so anonymity would not be unusual. Consequently, one would not find differences between the anticipated

future contact conditions and the control group. Also, contrary to prediction, one would neither find decreased conformity on the important issue of the disagreement when future contact concerned that issue, nor increased conformity on the important issue when future contact concerned the unimportant issue.

While the manipulation may have been too weak to significantly affect conformity, there are indications that an additional factor attenuated differences among treatment groups. Subjects in this study conformed nearly 50% of the time in comparison to less than 30% conformity, for example, in the Gerard and Rotter (1961) and Deutsch and Gerard (1955) studies. Because conformity was so high, even in the control group, subjects in the anticipated future contact conditions may have been restricted in the extent to which they could increase their level of conformity.

This restriction may have been due to the fact that the costs of increased conformity may have outweighed the incentives to increase the level of conformity. The results of the Gerard and Rotter (1961) study, for example, indicate that conformity decreased over successive trial blocks. Assuming that there is some incentive to conform, one would expect conformity to decrease as the actual or potential payoffs of conforming decrease.

In this study, subjects' conformity responses were not reciprocated by the accomplice. The accomplice always responded first and only occasionally were his responses in agreement with the subjects' pretest responses. Consequently, subjects had little indication that they would be able to successfully ingratiate the other person. Furthermore, subjects in the anticipated future contact conditions were in a situation in which they could not exhibit a high degree of conformity without incurring increased costs. At the same time, the immediate and future costs of nonconformity were high; subjects could expect to be rejected by the other person and it was most unlikely that they would gain the other person's future cooperation and acceptance.

Subjects in the anticipated future contact conditions, then, were in a conflict situation in which they had to maintain a certain level of conformity; they could neither nonconform nor overconform. The only available solution to the conflict was to continue conforming with the hope that there would be some payoffs. That subjects were aware of this conflict and tried to resolve it by conforming is indicated by the fact that the correlations between conformity and level of apprehension were higher for the second half of the experimental session than for the first half for all four anticipated future contact conditions. The correlations may

have indicated, then, a final attempt to gain the other person's cooperation.

Subjects in the control group did not anticipate future contact with the other person. They would not incur future costs by conforming or not conforming. Consequently, they were not in a situation in which they were dependent upon the other person for future outcomes. It is not surprising, then, that the correlation between conformity and level of apprehension was higher in the first half of the session than in the second half - a trend opposite to the trend in the other conditions. After subjects realized that the accomplice was unwilling to reciprocate their cooperation, they were relatively free to decrease, increase, or maintain their previous level of conformity. There was little reason to make further attempts to gain his cooperation.

To summarize, despite indications that anticipated future contact did have some influence upon subjects' behavior, the manipulation may have only been potent enough to offset the incentives to engage in less conformity as the experimental session continued.

It would be advantageous in future research concerning the effects of future contact to increase the number of agreements in order that subjects receive some indication that conformity will have future payoffs. One way to accom-



plish this is to alternate the order of responding so that the subject has the opportunity to respond to some of the statements first. The subject, then, would be able to more accurately determine the extent to which the other person is willing to cooperate. This procedure also has the advantage of closely approximating "real life" situations (see Steiner, Anderson, & Hays, 1967).

There are several reasons why a relatively high degree of conformity was obtained in this study. First of all, subjects were not judging objective stimuli such as the length of lines, but were making judgments concerning more ambiguous stimuli, i.e., issues. As stimulus ambiguity increases, conformity also increases (Asch, 1956; Kelly & Lamb, 1957).

Secondly, the statements relating to the issues may have been ambiguous enough so that people with opposing views on the issues could have agreed with the accomplice's responses to the statements without contradicting or compromising their private opinions on the issues. This would, in effect, reduce conformity costs. Because the statements were not perfectly correlated, a person was also free to conform on one statement and nonconform on other statements. Subject's initial responses, then, did not commit them to specific future responses.

Thirdly, subjects indicated their responses on a relatively continuous scale. Consequently, they could exhibit



varying degrees of conformity. They were not under constraints to either conform or nonconform as is the case when subjects compare the length of lines.

Fourthly, subjects were in a face-to-face situation and conformity is greater when one is publically identifiable than when one is relatively anonymous (e.g., Deutsch & Gerard, 1955; Mouton, Blake & Olmstead, 1956).

Fifthly, the manipulations in this study may have provided more incentives to conform than are offered in the typical Asch-type conformity situation. Deutsch and Gerard (1955), for example, obtained greater conformity when subjects believed that their responses would determine whether or not their group would be rewarded. In this study, conformity would also lead to greater payoffs for both persons than would nonconformity.

Deutsch and Gerard (1955) reported that subjects in anonymous treatment conditions often expressed concern over what the others were thinking about them and what they would do if there were to be a public confrontation with them. This concern was sometimes so great that some subjects wished they could leave the room without the other-seeing them.

These observations suggest that the most minimal future contact - even mere visual contact without verbal interaction - may effect conformity responses. Although subjects

in the Gerard and Rotter (1961) study were visually isolated from one another, they could not avoid seeing one another after the conclusion of the experiment. Subjects in this study were always in the presence of the other person and would see, of course, and sometimes interact with the other person at the end of the experiment.

Consequently, subjects in the control groups of both studies may have been influenced by the small degree of future contact they expected to have with the other person(s) at the conclusion of the experiment. As a result, one would not obtain differences between anticipated future contact and non-anticipated future contact conditions, as was the case in both studies. It may be necessary, then, in order to provide proper controls for studies concerned with the effects of future contact, to assure complete isolation of subjects in the control group.

Another factor may also have affected conformity responses in the anticipated future contact conditions. Davis and Jones (1960) found that subjects who had the opportunity to meet a person whom they had previously rejected showed less dissonance reduction through attitude change than subjects who did not have the opportunity to meet the rejected person. Davis and Jones argued that expected contact with the rejected person would enable subjects to reduce dissonance by "can-

celling" their previous behavior i.e., by rectifying and amending their previous actions.

In this study, subjects in the anticipated future contact conditions had an opportunity to smooth-over or resolve any disagreements that had occurred. Consequently, the fact that this opportunity existed may have reduced the costs of nonconformity. As a result, differences in conformity between the anticipated future contact conditions and the control group would be attenuated.

Confounding. If it is true that the manipulation did affect conformity, it should have differentially affected conformity on the two issues of disagreement. Assuming that the incentive-cost analysis of the study is valid, the fact that subjects did not differentially conform suggests that there may have been confounding in the experimental design.

Subjects indicated that they felt more competent to make judgments concerning the important issue, ecological problems, than the unimportant issue, registration of cats. Furthermore, they indicated that the accomplice was more competent than they to make judgments concerning the unimportant issue.

Consequently, issue importance may have been confounded with information dependence. As Kelly (1952) and Deutsch and Gerard (1955) have suggested, social influence can be

either normative or informational. A person may either conform to gain others' acceptance (normative conformity) or conform because he uses the opinions of others as a standard against which to evaluate his own opinions (informational conformity). A person also conforms more when he feels incompetent on a task and believes others to be more competent, and conforms less when he feels competent (e.g., DiVesta, 1959; Crutchfield, 1955).

In this study, then, conformity on the important issue may have represented normative conformity (particularly since the accomplice took a rather unpopular view toward ecological problems) whereas conformity on the unimportant issue may have represented informational conformity. Because the two types of social influence were confounded, it is not possible to determine how much conformity on each issue was normative and how much was informational. It should be remembered that only normative conformity was considered to be affected by anticipated future contact. It may be the case that if one were to obtain a measure of normative conformity on the two issues, the hypothesized effects of anticipated future contact would have been obtained.

In order to avoid this type of confounding in future studies, the issues should be chosen such that subjects

feel equally competent to discuss both issues. Informational conformity, then, would be constant for the two issues. In addition, if the importance of the issues were determined by an experimental manipulation rather than by their intrinsic importance and interest to the subject, one would avoid confounding of the importance of the issue with the nature of the issue per se. In this study, for example, if differential conformity had been obtained, it could be argued that this conformity was not only a function of the importance of the issues, but also a function of differences between the issues per se.

It was expected that high Machiavellian people would conform more to the important issue than would low Machiavellian people. The results, though, did not support this hypothesis. The confounding of normative and informational conformity may have masked significant correlations between normative conformity and Machiavellianism. It may also have forced subjects, both low and high Machiavellian subjects, to conform to the same high degree on the important issue.

A problem arises when two issues are used in a disagreement rather than one. It may be the case that the issues must be logically related or be different facets of the same issue in order for a person to differentially conform. In other words, the issues may have to be related in order that



conformity on one issue will enable a person to nonconform on another issue without incurring the usual costs of nonconformity. In a "real life" interpersonal conflict, persons usually agree (if they agree at all) on a particular aspect of the issue around which the disagreement centers. Such agreement has a greater chance of ingratiating the other people involved in the disagreement than would agreement concerning a completely different issue. The function of differential conformity, after all, is to ingratiate the other person and thus reduce the costs of nonconformity on certain aspects of the issue under discussion.

The two issues of disagreement used in this study were not related. There may have been a few incentives, then, for subjects to engage in differential conformity. In order for differential conformity to occur, the disagreement should concern either different facets of a single issue or two related issues.

Validity of the incentive-cost analysis. Given the above-mentioned methodological and theoretical considerations, it would be unreasonable at this point to make judgments concerning the validity of an incentive-cost analysis of the effects of future contact. When further research is conducted which takes those considerations into account, one will be in a better position to ascertain the validity of this latter explanation of the data.

However, the results do support a change in the conceptualization of the incentive-cost structure of the conformity situation when one of the issues of the disagreement is very unimportant. When future contact is anticipated concerning the unimportant issue and that issue is very unimportant, commitment costs are probably low rather than moderately high. If an issue is truly unimportant, then, it may make little difference what position a person takes on the issue; one can easily change one's opinion without incurring many costs.

It was hypothesized that subjects who anticipated future contact concerning the unimportant issue would conform more on the important than on the unimportant issue. However, because subjects considered registration of cats to be a very unimportant issue, they would incur few commitment costs if they conformed on the issue. If they were to conform on the important issue, though, they would incur the cost of misrepresentation of their true beliefs on an important issue. Given this reasoning, then, subjects in such a situation should conform more on the unimportant issue than on the important issue. Subjects did, in fact, conform more on the issue concerning registration of cats ( $\bar{X} = 11.125$ ) than on the issue concerning ecological problems ( $\bar{X} = 9.875$ ).

Because the issue concerning the registration of cats was so unimportant, differential conformity may have been inhibited in the group that anticipated future contact concerning the important issue. There was little to be gained by conforming on a very unimportant issue. Furthermore, it is unreasonable that the importance of such an issue could have been increased to the point where conformity on that issue would have resulted in payoffs commensurate with payoffs resulting from conformity on the important issue. (It should be remembered that the issues were selected so that they were either uniformly important or uniformly unimportant). Had the unimportant issue been of moderate importance, though, conformity on that issue would have yielded higher payoffs and perhaps differential conformity, then, would have been obtained.

To summarize, the incentive-cost analysis presented in this paper may only be appropriate when the unimportant issue of the disagreement is of moderate importance. When the issue is very unimportant, there may be little, if any, commitment costs.

#### Nonconforming Responses

Devaluation. It was hypothesized that the unimportant issue of the disagreement would increase in importance particularly in the group that anticipated future contact

concerning the important issue of the disagreement. The results indicated that the important issue decreased in importance from pretest to posttest while the unimportant issue increased in importance. There were no differences among groups, though, in the extent to which the important issue was devalued or in the extent to which the unimportant issue increased in importance. There was no effect, then, of anticipated future contact upon devaluation or of the relation between the issues of the present disagreement to the topic of the future contact upon devaluation.

As was mentioned earlier, an individual should conform more when the issue is important to the other person, but is unimportant to himself. The costs of conforming are low and the incentives high. It is reasonable to expect that when one conforms on an important issue cognitive processes occur which function to reduce the cost of that conformity i.e., devaluation occurs. Changing the relative importance of cognitive elements is, of course, a dissonance reducing strategy (Festinger, 1957).

If an individual conforms on an issue that is unimportant to him, it may be necessary that he believe he is incurring some costs. Adams's (1965) equity theory suggests that ingratiation attempts may not be successful unless the other person perceives that the individual is indeed incurring some costs. If costs to the individual are low,

the other person may perceive that one is Machiavellian, rather than friendly or helpful, and may actually nonconform and refuse to cooperate with the individual. Consequently, the individual increases the importance of the unimportant issue. This may accomplish two things. (1) It may convince the person that he is truly incurring costs, and (2) it may facilitate cues which indicate to the other person that one believes the issue is important and by conforming, he is incurring costs.

Whether one obtains a positive or negative correlation between devaluation and conformity will depend upon the importance of the issue. Assuming that devaluation and conformity are correlated responses, a negative correlation will be obtained if the issue is unimportant while a positive correlation will be obtained if the issue is unimportant.

Rejection. There were differences among treatment groups in the total amount of rejection used. This was determined to be primarily a result of the difference in the amount of rejection between the combined unrelated-issue conditions and the control group. The control group showed the greatest amount of rejection while the two unrelated-issue conditions showed the least amount of rejection. (The related-issue conditions showed an intermediate amount of rejection).



When future contact was not anticipated, rejection was high. When future contact was anticipated, and the incentives to conform were high while the costs were relatively low, as in the unrelated-issue conditions, rejection was low. This finding may have been due to the fact that the subjects who did not anticipate future contact were freer to reject the other person. Rejection would not lead to future costs. Subjects who anticipated future contact, though, could not easily reject the other person since they needed the other person's future cooperation and acceptance.

However, this does not explain the finding that rejection was only significantly lower in the unrelated-issue conditions as compared to the no-anticipated-future contact condition. It may have been the case that subjects in the unrelated-issue conditions were freer to conform or nonconform. The incentives to conform were higher in the unrelated-issue conditions than in the related-issue conditions and the costs of nonconformity were comparatively low; future contact would not concern the issues of the disagreement. Consequently, subjects in the unrelated-issue conditions may have been less affected by the other person's seeming unwillingness to conform on the issues of disagreement.

It was more crucial for subjects in the related-issue conditions to successfully ingratiate the other person.

But, because they received little indication that their ingratiation attempts were successful, they rejected the other person. Unlike subjects in the control group, however, they were restricted in the amount of rejection they could manifest.

The two measures of rejection (competence of the other person and liking for the other person) were only significantly correlated in the two groups that anticipated future contact concerning an important issue. When future contact with an uncooperative person is anticipated, and the contact concerns an important issue, the person will be disliked and he will be judged to be relatively incompetent. When future contact with such a person is anticipated, and that contact will concern an unimportant issue, the other person will not be disliked even though his competence will be questioned. There is little reason to dislike someone because he disagrees with one on an unimportant matter.

Since the importance of the issues which the future contact would concern determined the costs of conforming or not conforming, the type of rejection an individual used was a function of the magnitude of the future costs that the individual would incur if the other person did not cooperate.

1 Underrecall. There were no differences in recall of the number of disagreements among the treatment groups. As mentioned earlier

underrecall functions most effectively as a delayed long-term, response (Steiner, 1970; Hamilton, 1969; Steiner, Anderson & Hays, 1967). Consequently, one would not expect underrecall to be efficacious when future contact is anticipated, particularly when that contact will concern the issue of disagreement. An individual in such a situation has little to gain and probably incurs some costs, if he forgets that he and the other person disagreed to a great extent on the issues.

One might have expected the subjects in the control group, though, to engage in underrecall to a greater extent than subjects in other conditions because they did not anticipate future contact. However, there may have been little need for them to use underrecall since they used rejection as well as conformity to a high degree.

#### Relationships among responses

While there has been little research concerning the relationships among dissonance reducing responses, there is a controversy as to whether certain responses can be used together. Zimbardo (1960) has argued that conformity and rejection should not co-occur because forced compliance with a rejected person is dissonance producing. Osgood and Tannenbaum's (1955) congruity model, though, predicts the simultaneous use of conformity and rejection.

Steiner and Rogers (1963) found small negative correlations among conformity, devaluation, rejection and under-recall which supports Zimbardo's (1960) argument. However, subjects often made moderate use of several responses so the interpretation of these results is not unequivocal. Hamilton (1969) found negative correlations between conformity and rejection, but found positive correlations between rejection and devaluation. (Hamilton's results, though, pertain to group rather than to individual data).

In this study, the intercorrelations among the four response alternatives (conformity, devaluation, rejection and underrecall) were mostly positive although few of the correlations were significant. Only nineteen of the sixty intercorrelations were negative. Because the various non-conforming responses were measured on similar scales, it is possible that the obtained positive correlations among responses were caused by a response set. In some studies the responses are not assessed by a single instrument containing items of similar format.

There were significant positive correlations between conformity and rejection in the two related-issue conditions on the issues which subjects expected to discuss. The correlation between these two responses concerning the issue that was not to be discussed was also positive, but not significant. When there are incentives to gain the other



person's present and future cooperation by conforming, and the costs of nonconformity are high, noncooperation on the part of the other person will result in the use of both conformity and rejection. These results suggest that conformity and rejection can be used together and that future contact concerning an issue of disagreement increases the use of both responses.

On the other hand, the intercorrelations among the responses are highest in the related-issue conditions which may indicate that the use of conformity and rejection is dissonance producing and, therefore, other dissonance reducing responses must be employed. It may also be the case that the disagreement was more intense in the related-issue conditions so that it was necessary to employ several dissonance reducing responses. Consequently, the data from this study support both views regarding the simultaneous use of conformity and rejection.

There were high positive correlations between underrecall and rejection on the important issue of the disagreement in Groups 2, 3, and 4. In all of those groups, the incentives to conform on the important issue were high and the costs low. (The correlation between underrecall and rejection was also positive in Group 1, but not as high as in the other groups). It may be the case that when conformity on



an important issue promises future payoffs, but future contact will not concern that issue, there is utility in forgetting that one has misrepresented one's private views on the issue. Whether the relationship between underrecall and rejection is positive or negative, though, may primarily depend upon whether the other person is at all cooperative.

Observation of Table 18 shows that the intercorrelations among response alternatives were higher in relation to the important issue than to the unimportant issue. This may support Steiner and Johnson's (1964) contention that effects of responses are additive. When dissonance (inconsistency) is high, one will employ more dissonance reducing responses and to a greater extent than when dissonance is low.

The largest differences between response intercorrelations to the two issues occurred in the related-issue groups and particularly in the group that anticipated future contact concerning an unimportant issue. It cannot be determined whether the intercorrelations are a function of the manipulations per se or whether they are mediated by the amount of dissonance produced by the disagreement. The findings do indicate, though, that situational variables can affect the relationships among responses to inconsistency and that one may, therefore, find both positive and negative relationships among response alternatives depending upon the importance of the issues and the context in which the disagreement occurs.

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APPENDIX A

Issue-Related Statements

### Ecological Problems

1. Automobiles should be immediately banned, if we are to really significantly reduce air pollution before it kills us.
2. It is only the big cities that are polluted and which primarily contribute to pollution problems.
3. Since all plant and animal species have their populations controlled by natural selection, human populations should be controlled in the same way.
4. The world does not even now have enough resources to feed, house and clothe every person throughout the world.
5. It is estimated that we will have to spend at least 30 billion dollars per year over the next ten years in order to significantly reduce all forms of pollution.
6. Even though the amount of pollutants in automobile exhausts is being substantially reduced, the increase in the number of cars operated in this country will increase the total amount of pollutants being emitted into the atmosphere.
7. If prevailing winds did not blow oxygen rich air from the ocean over the country, we would now be dying from oxygen starvation.

8. It is not true that while this country comprises less than one twentieth of the world's population that it consumes over forty percent of the world's resources.
9. Industries should not be forced by the government to carry the burden of the cost of cleaning up the environment.
10. It is probably true that environmental problems will have to get much worse before people will believe that these problems exist and are very serious.
11. Pollution is so bad that there is a very good chance that it is too late to solve the problem.
12. Probably the most severe problems facing the world today are ecological or environmental problems.

## Registration of Cats

1. It is more important to be able to identify the owner of a lost cat than of a lost dog because cats are more domesticated and therefore are less able to take care of themselves.
2. Most people would probably not agree that it is just as logical to have to register cats as it is to register dogs.
3. If cats were registered, people would probably make a greater effort to return lost and stray cats to their owners.
4. Because rabies is contracted as frequently by cats as by dogs, cats should also be required to have rabies shots.
5. Cats should not have to be registered because it is cruel for them to have to wear collars around their necks.
6. It is particularly nonsensical for people in cities not to have to register cats because cats are free to roam whereas, dogs must be kept on a leash.
7. It is merely because of tradition that dogs are registered and cats are not.
8. Dogs are registered primarily because they can contract rabies.
9. If dogs have to be registered, cats should also be registered.



10. Registration of cats would only serve the purpose of providing cities and towns with an additional source of revenue.
11. Since cats often roam as far as many dogs, there is no reason why cats should not also be registered.
12. If cats were to be registered as are dogs, it would facilitate the return of lost cats to their owners.

## APPENDIX B

### First Section of Posttest Questionnaire

Questions pertained to postmeasures of devaluation, rejection and underrecall as well as to subjects' feelings and perceptions concerning the anticipated discussion. Following these questions were the issue-related statements.

## Related-Issue Condition

1. Do you enjoy having discussions with people?

\_\_\_\_\_always \_\_\_\_\_very infrequently  
 \_\_\_\_\_almost always \_\_\_\_\_never  
 \_\_\_\_\_sometimes

2. How comfortable do you feel with the person with whom you are to have the tape recorded discussion?

very  
 uncomfortable\_\_\_\_\_ : \_\_\_\_\_ : \_\_\_\_\_ : \_\_\_\_\_ : \_\_\_\_\_ : \_\_\_\_\_ : \_\_\_\_\_ : very  
 comfortable

3. How competent or able do you think the other person is to make judgments concerning ecological problems?

\_\_\_\_\_very competent \_\_\_\_\_slightly incompetent  
 \_\_\_\_\_moderately competent \_\_\_\_\_moderately incompetent  
 \_\_\_\_\_slightly competent \_\_\_\_\_very incompetent

4. How competent do you think the other person is to make judgments concerning the pros and cons of legislation requiring the registration of cats?

\_\_\_\_\_very competent \_\_\_\_\_slightly incompetent  
 \_\_\_\_\_moderately competent \_\_\_\_\_moderately incompetent  
 \_\_\_\_\_slightly competent \_\_\_\_\_very incompetent

5. How well do you think you will get along with the other person during the discussion?

not very  
 well at all \_\_\_\_\_ : \_\_\_\_\_ : \_\_\_\_\_ : \_\_\_\_\_ : \_\_\_\_\_ : \_\_\_\_\_ : very  
 well

6. How much do you like the other person?
- |                           |                              |
|---------------------------|------------------------------|
| _____ like him very much  | _____ dislike him a little   |
| _____ like him moderately | _____ dislike him moderately |
| _____ like him a little   | _____ dislike him very much  |
7. Are you looking forward to the discussion?
- definitely \_\_\_\_\_ definitely  
yes \_\_\_\_\_:\_\_\_\_\_:\_\_\_\_\_:\_\_\_\_\_:\_\_\_\_\_:\_\_\_\_\_:\_\_\_\_\_no
8. How competent do you feel you are to make judgments concerning ecological problems?
- |                            |                              |
|----------------------------|------------------------------|
| _____ very competent       | _____ slightly incompetent   |
| _____ moderately competent | _____ moderately incompetent |
| _____ slightly competent   | _____ very incompetent       |
9. How competent do you feel you are to make judgments concerning the pros and cons of legislation requiring the registration of cats?
- |                            |                              |
|----------------------------|------------------------------|
| _____ very competent       | _____ slightly incompetent   |
| _____ moderately competent | _____ moderately incompetent |
| _____ slightly competent   | _____ very incompetent       |
10. How many times do you think you disagreed with the other person on statements concerning the registration of cats? Give only one estimate, even though it is probably a guess. \_\_\_\_\_
11. How many times do you think you disagreed with the other person on statements concerning ecological problems? \_\_\_\_\_

12. Would you prefer to discuss a different issue with the other person?

definitely  
yes \_\_\_\_\_:\_\_\_\_\_:\_\_\_\_\_:\_\_\_\_\_:\_\_\_\_\_:\_\_\_\_\_no  
definitely  
don't care

13. How important to you is the issue of ecological or environmental problems?

very  
important \_\_\_\_\_:\_\_\_\_\_:\_\_\_\_\_:\_\_\_\_\_:\_\_\_\_\_:\_\_\_\_\_very  
unimportant

14. Would you prefer to be in a discussion with someone else?

definitely  
yes \_\_\_\_\_:\_\_\_\_\_:\_\_\_\_\_:\_\_\_\_\_:\_\_\_\_\_:\_\_\_\_\_no  
definitely  
don't care

15. How important to you is the topic of legislation requiring the registration of cats?

very  
important \_\_\_\_\_:\_\_\_\_\_:\_\_\_\_\_:\_\_\_\_\_:\_\_\_\_\_:\_\_\_\_\_very  
unimportant

16. How likely do you think it is that you and the other person will have a congenial discussion?

\_\_\_\_\_very likely \_\_\_\_\_somewhat unlikely  
\_\_\_\_\_quite likely \_\_\_\_\_quite unlikely  
\_\_\_\_\_somewhat likely \_\_\_\_\_very unlikely

17. How important do you think the issue of ecological or environmental problems is to the other person?

very  
important \_\_\_\_\_:\_\_\_\_\_:\_\_\_\_\_:\_\_\_\_\_:\_\_\_\_\_:\_\_\_\_\_very  
unimportant

18. Give an estimate of the total number of disagreements you think you may have had with the other person. Give only one estimate even though it is probably a guess. \_\_\_\_\_



19. How important do you think the topic of legislation requiring the registration of cats is to the other person?

very  
important \_\_\_\_\_:\_\_\_\_\_:\_\_\_\_\_:\_\_\_\_\_:\_\_\_\_\_:\_\_\_\_\_:\_\_\_\_\_very  
unimportant

20. How probable do you think it is that the tape recording of the discussion that you are about to have will be played to the Psychology 101 class as an illustration of characteristics of group discussions?

\_\_\_\_\_:\_\_\_\_\_:\_\_\_\_\_:\_\_\_\_\_:\_\_\_\_\_:\_\_\_\_\_:\_\_\_\_\_:\_\_\_\_\_:\_\_\_\_\_:\_\_\_\_\_:\_\_\_\_\_  
0% 10% 20% 30% 40% 50% 60% 70% 80% 90% 100%

21. Are you apprehensive about being in this discussion?

very  
apprehensive \_\_\_\_\_:\_\_\_\_\_:\_\_\_\_\_:\_\_\_\_\_:\_\_\_\_\_:\_\_\_\_\_:\_\_\_\_\_not at all  
apprehensive

### Unrelated-Issue Conditions

For half the subjects in the unrelated-important-issue condition, gun control legislation was substituted for consumer protection legislation. If a subject were in the unrelated-unimportant-issue condition, "changes in the color of lane lines and in the color and shape of road signs on interstate highways" was substituted for consumer protection legislation. The questionnaires for the unrelated-issue conditions were the same as those for the related-issue conditions, but included the following additional questions.

1. How important to you is the issue of consumer protection legislation?

very  
important \_\_\_\_\_:\_\_\_\_\_:\_\_\_\_\_:\_\_\_\_\_:\_\_\_\_\_:\_\_\_\_\_:\_\_\_\_\_very  
unimportant

2. How competent do you feel you are to make judgments concerning this issue?

_____very competent	_____slightly incompetent
_____moderately competent	_____moderately incompetent
_____slightly competent	_____very incompetent

3. How important do you think the issue of consumer protection legislation is to the other person?

very  
important \_\_\_\_\_:\_\_\_\_\_:\_\_\_\_\_:\_\_\_\_\_:\_\_\_\_\_:\_\_\_\_\_:\_\_\_\_\_very  
unimportant

4. How competent do you think the other person is to make judgments concerning this issue?

\_\_\_\_\_very competent

\_\_\_\_\_slightly incompetent

\_\_\_\_\_moderately competent

\_\_\_\_\_moderately incompetent

\_\_\_\_\_slightly competent

\_\_\_\_\_very incompetent

## No Anticipated Future Contact Condition

1. Do you enjoy having discussions with people?

\_\_\_\_\_ always \_\_\_\_\_ very infrequently  
 \_\_\_\_\_ almost always \_\_\_\_\_ never  
 \_\_\_\_\_ sometimes

2. How comfortable do you feel with the other person?

very  
 uncomfortable \_\_\_\_\_ : \_\_\_\_\_ : \_\_\_\_\_ : \_\_\_\_\_ : \_\_\_\_\_ : \_\_\_\_\_ : \_\_\_\_\_ very  
 comfortable

3. How competent or able do you think the other person is to make judgments concerning ecological problems?

\_\_\_\_\_ very competent \_\_\_\_\_ slightly incompetent  
 \_\_\_\_\_ moderately competent \_\_\_\_\_ moderately incompetent  
 \_\_\_\_\_ slightly competent \_\_\_\_\_ very incompetent

4. How competent do you think the other person is to make judgments concerning the pros and cons of legislation requiring the registration of cats?

\_\_\_\_\_ very competent \_\_\_\_\_ slightly incompetent  
 \_\_\_\_\_ moderately competent \_\_\_\_\_ moderately incompetent  
 \_\_\_\_\_ slightly competent \_\_\_\_\_ very incompetent

5. If you were to have a discussion with the other person, how well do you think you would get along with him during the discussion?

not very  
 well at all \_\_\_\_\_ : \_\_\_\_\_ : \_\_\_\_\_ : \_\_\_\_\_ : \_\_\_\_\_ : \_\_\_\_\_ : \_\_\_\_\_ very  
 well

6. How much do you like the other person?

           like him very much

           dislike him a little

           like him moderately

dislike him moderately

           like him a little

                     dislike him very much

7. If you were to have a discussion with the other person, do you think you would be looking forward to the discussion?

definitely

yes

[illegible]

definitely

no

8. How competent do you feel you are to make judgments concerning ecological problems?

           very competent

\_\_\_\_\_slightly incompetent

          moderately competent

moderately incompetent

slightly competent

          very incompetent

9. How competent do you feel you are to make judgments concerning the pros and cons of legislation requiring the registration of cats?

very competent

slightly incompetent

moderately competent

moderately incompetent.

          slightly competent

           very incompetent

10. How many times do you think you disagreed with the other person on statements concerning the registration of cats?

Give only one estimate even though it is probably a guess.

11. How many times do you think you disagreed with the other person on statements concerning ecological problems? \_\_\_\_\_



12. How important to you is the issue of ecological or environmental problems?

very  
important \_\_\_\_\_:\_\_\_\_\_:\_\_\_\_\_:\_\_\_\_\_:\_\_\_\_\_:\_\_\_\_\_:\_\_\_\_\_very  
unimportant

13. If you were to be in a discussion, would you prefer to be in a discussion with someone other than the individual you are with now?

definitely  
yes \_\_\_\_\_:\_\_\_\_\_:\_\_\_\_\_:\_\_\_\_\_:\_\_\_\_\_:\_\_\_\_\_:\_\_\_\_\_definitely  
no

14. How important to you is the topic of legislation requiring the registration of cats?

very  
important \_\_\_\_\_:\_\_\_\_\_:\_\_\_\_\_:\_\_\_\_\_:\_\_\_\_\_:\_\_\_\_\_:\_\_\_\_\_very  
unimportant

15. If you were to have a discussion with the other person, how likely do you think it is that you and the other person would have a congenial discussion?

_____very likely	_____somewhat unlikely
_____quite likely	_____quite unlikely
_____somewhat likely	_____very unlikely

16. How important do you think the issue of ecological or environmental problems is to the other person?

very  
important \_\_\_\_\_:\_\_\_\_\_:\_\_\_\_\_:\_\_\_\_\_:\_\_\_\_\_:\_\_\_\_\_:\_\_\_\_\_very  
unimportant

17. Give an estimate of the total number of disagreements you think you may have had with the other person. Give only one estimate, even though it is probably a guess. \_\_\_\_\_

18. How important do you think the topic of legislation requiring the registration of cats is to the other person?

very  
important \_\_\_\_\_:\_\_\_\_\_:\_\_\_\_\_:\_\_\_\_\_:\_\_\_\_\_:\_\_\_\_\_:\_\_\_\_\_ very  
unimportant

19. If you were to be in a discussion with the other person, how apprehensive do you think you would be about being in that discussion?

very  
apprehensive \_\_\_\_\_:\_\_\_\_\_:\_\_\_\_\_:\_\_\_\_\_:\_\_\_\_\_:\_\_\_\_\_:\_\_\_\_\_ not at all  
apprehensive

APPENDIX C

Letter to Participants

Experiment 71-5  
Factors Influencing Inter-  
personal Interaction

Dear Participant:

This letter will inform you in more detail than was told to you earlier about the experiment (71-5) in which you participated during this past semester.

Purpose of the experiment. The experiment concerned prediction of responses to interpersonal disagreements. It was primarily designed to study the effect of three factors (see below) upon the types of responses people make when they are in a situation in which they are in disagreement with another person.

Experimental methodology. First of all, it was necessary to create a disagreement between the participants in the second session of the experiment. To do this, an experimenter's accomplice or "confederate" was used. The person who was with you during the second session - the person identified as Phil Sutton from Elmira, New York - was actually working for me and was not a "real" participant in the experiment. An accomplice was used, then, in order to create and control the disagreements. Specifically, this was done by indicating to the accomplice, by code, how to respond to the various opinion statements relating to the two issues, ecology and registration of cats. Since I had obtained your original responses to the same statements in the first session, it was possible to have the accomplice respond to the statements differently than you had

originally responded to them.

Variables manipulated. The variable of primary interest to me was whether or not you expected to interact with the accomplice again, i.e., whether you expected to have a discussion with the accomplice.

The second factor concerned the importance of the issue that you expected to talk about: was it an issue important to you (ecological problems, consumer protection legislation, gun control legislation) or an unimportant issue (registration of cats, changes in the color of lane lines etc. on interstate highways)?

The third factor varied was the relevance of the issue that you expected to discuss to the disagreements. The issues were considered to be relevant if they were the same issues as those involved in the disagreements - either ecological problems or registration of cats. The issues were irrelevant if they concerned gun control legislation, consumer protection legislation, or changes in the color of lane lines etc. on interstate highways.

Responses measured. The primary responses observed and measured were as follows: (1) conformity responses (how often your response agreed with the accomplice's response); (2) rejection of the accomplice (how much you liked him and how competent you thought he was); (3) devaluation (changes in the importance to you of the issues between the first and second



sessions); (4) underrecall (how many "disagreements" or differences in opinion you remembered having regarding the two issues); (5) attitude change.

First session. The first session served several purposes. Firstly, it provided me with your initial opinions regarding the issues as well as providing me with a "baseline" with which to compare other later responses. Some responses, for example, such as devaluation, necessitate a before-after measure because they are expressed in terms of the difference in magnitude between the pre-manipulation and post-manipulation responses.

Secondly, the first session was used to obtain personality measures and measures of cognitive style. The only personality characteristic measured was Machiavellianism, which concerns the extent to which a person will do various things in order to increase his own personal gain. Measures of cognitive style included what are called a category-width scale and a tolerance of ambiguity scale. Both of these scales predict how intolerant and uncomfortable a person becomes when confronted with differences in opinion.

Second session. The purpose of the second session was to expose each participant to the experimental manipulation (the disagreement with the accomplice) and to obtain post-manipulation measures of the various responses measured earlier.

IMPORTANT! The data that you have provided for this study has been kept confidential. The original questionnaire that you

filled out has been destroyed. All of the data is now on IBM cards in such a way that it is impossible for a specific individual to be identified with a certain set of data. As is true of many psychological experiments, the experimenter is not interested in the responses of any particular person, but rather is interested in the responses of groups of persons whose responses are described in terms of statistical measures.

No value judgment can be placed upon the use of various responses. In other words, there was no "best way" to respond to the disagreements.

Thank you again for your participation in the experiment.

At this time, the data analysis is still incomplete so I am unable to present any results to you.

Sincerely,

Jey Youngblood



