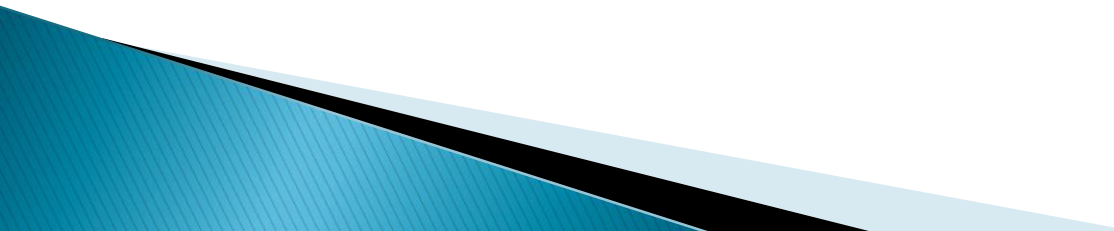


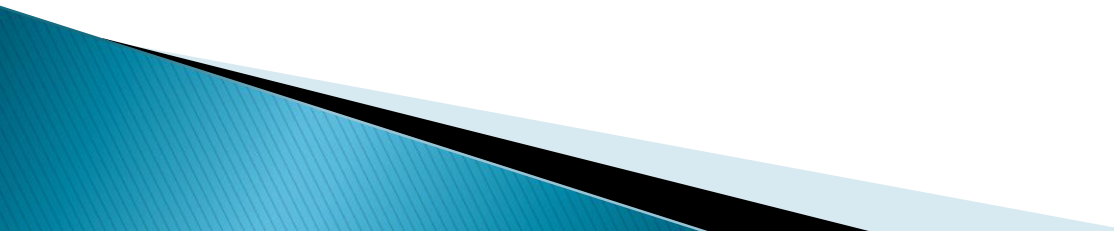
# Findings

- ▶ All participants gave Mr Wallace at least 300 volts.
- ▶ 65% went all the distance, giving the full 450 volts lethal shock, apparently killing Mr Wallace!
- ▶ Most of the participants protested and some wept and begged in their distress, however they felt they couldn't stop when ordered to continue.
- ▶ The minority of participants who defied Milgram showed particular signs of stress as they agonised over their decision; however, this disappeared once they made their decision to disobey.

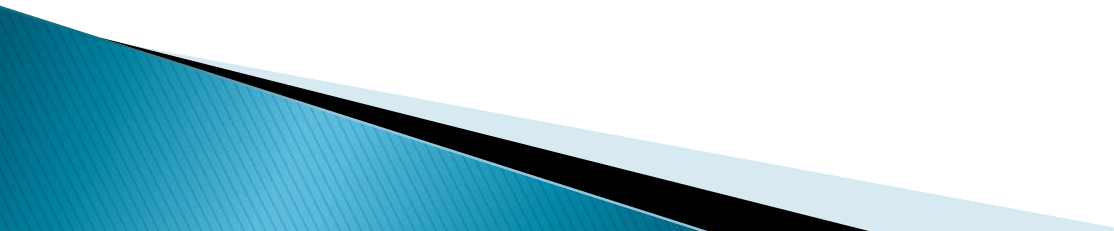
# Factors in Destructive Obedience

- ▶ Several factors increase a person's tendency to obey an authority:
    - Legitimacy of the authority
    - Social isolation
    - Gradual commitment
    - 'Buffers' between aggressor & victim
    - Justifying obedience
- 

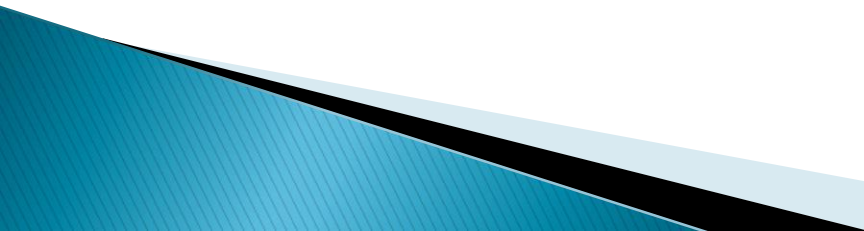
# Legitimacy of the authority

- ▶ More likely to obey a credible and legitimate authority figure. (white coat, lab, uniform)
  - ▶ Obedience levels reduced when conducted in a run down office or when someone other than the experimenter was giving the orders
- 

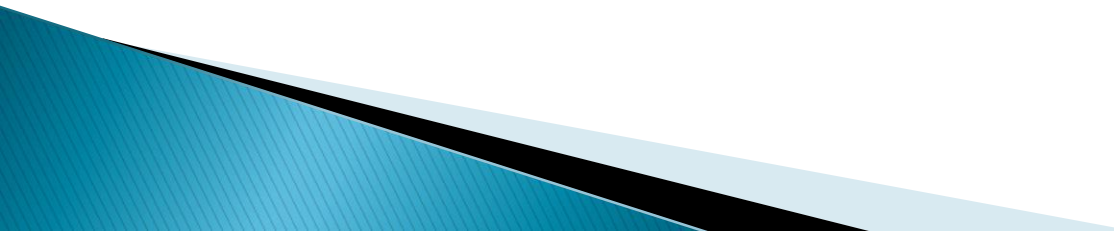
# Social Isolation

- ▶ More likely to obey when isolated
  - ▶ When Milgram put the ppts with confeds who didn't obey only 10% of ppts gave the 450V shock
  - ▶ Social support reduces obedience
- 

# Gradual Commitment

- ▶ As ppts have already given lower-level shocks it is hard to resist the request to give higher shocks
  - ▶ Having committed themselves to a course of action, it became difficult for ppts to change their mind later.
  - ▶ ‘Foot-in-the-door’ method of persuasion
- 

# Agency Theory (Milgram, 1963)

- ▶ People have two ways of acting
    - Autonomous – they direct their own behavior, and take responsibility for the results
    - Agentic – they allow someone else to direct their behavior, and assume that responsibility passes to that person
- 

# Agentic shift theory:

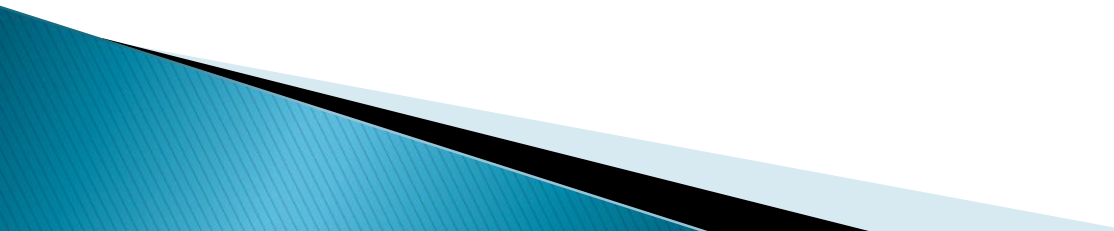
- ▶ When we act as the agent of someone in authority we find it easy to deny personal responsibility for our actions (lack autonomy) – just following orders or just doing our job.
- ▶ E.g. Nazi soldiers in the war– One guard at his trial in Nuremberg famously quoted he was not to blame as he was doing as he was told therefore he should not be held accountable.



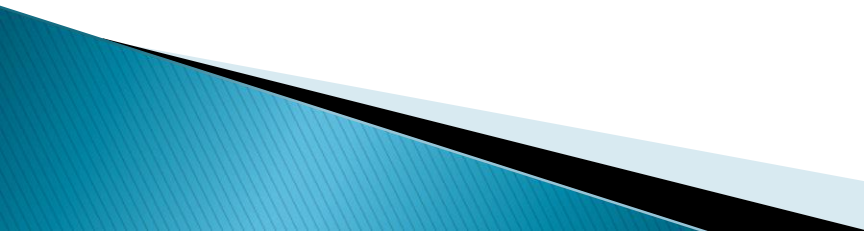
# Agency Theory

- ▶ We act agentially when the situation or social role we are in seems to demand it
- ▶ E.g. when given an order by someone wearing a uniform

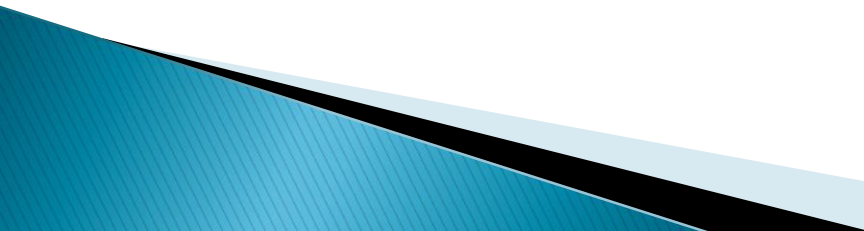
# The Role of Buffers:

- ▶ If you were asked to press the button to release weapons of mass destruction onto another country, this would be easier than asking you to pull the trigger of a gun WHY??
  - ▶ you would not have to see the consequences of your actions..
  - ▶ the distance acts as a buffer.
- 

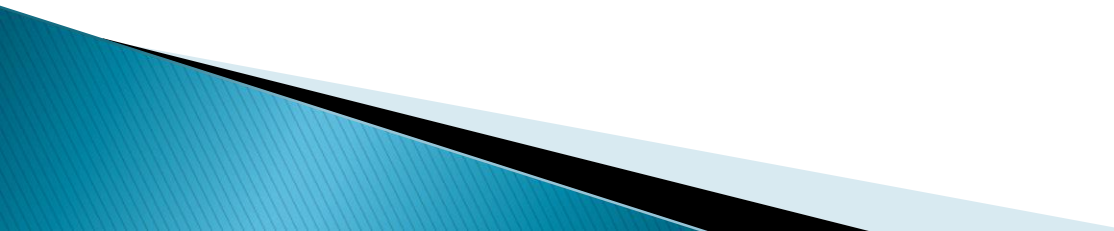
# Justifying Obedience

- ▶ Teachers told their involvement would help science (find out about how to improve memory)
  - ▶ If they refused to continue told 'the experiment requires it' ..
  - ▶ People appear willing to surrender their freedom of action in the belief they are serving a justifiable cause (e.g. Nazi propaganda – Jews a danger to all Germans, Japanese hatred for Chinese – Nan-King massacre)
- 

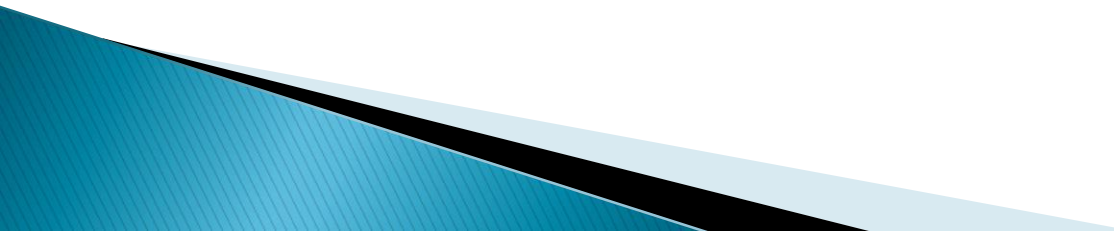
# Response to Milgram's study

- ▶ Against the study:
  - ▶ Caused distress to subjects (one had a seizure, and all could have suffered psychological damage)
  - ▶ Deceived subjects as to the true nature of the experiment, did not receive informed consent.
  - ▶ Abused rights of subjects. Those who wanted to leave were told to continue.
- 

# Response to Milgram's study

- ▶ In support of the study:
  - ▶ Results were completely unexpected, Milgram states that temporary excitement is not the same as harm.
  - ▶ Subjects could have left, they were not physically restrained.
  - ▶ 3. Subjects were completely debriefed, and shown an unharmed "learner". 84% said that they were glad to be a part of the experiment, and psychiatric examinations of participants showed no signs of harm.
- 

# Milgram's Obedience experiment

- ▶ Would this experiment garner the same results if repeated in 2019?
  - ▶ WOULD this be allowed in 2019?
  - ▶ Would it have to be modified at all to gain approval in 2019? What changes would most likely be made?
- 

# The Science of Evil



THE FOLLOWING PREVIEW HAS BEEN APPROVED FOR  
**APPROPRIATE AUDIENCES**  
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# Conclusion

- ▶ The power of authority on our behavior is much higher than what we would imagine.
- ▶ The participants, although very stressed by the situation, felt they had no choice but to obey.



# Social Influence

