



**Plate 11.1** Norms constrain everyone to some degree (e.g., even when you are in a hurry, you have to join the back of the queue to buy a ticket).

(a)



(b)



**Plates 11.2a and b** *The power of social norms: people are more likely to drop litter into a littered environment than into a clean one.*



**Plate 11.3** *Extreme forms of behaviour, such as the mistreatment of Iraqi prisoners in Abu Ghraib by US soldiers, result from deindividuation and the development of new behavioural norms that disinhibit traditionally disapproved ways of treating others.*

**Plate 11.4** Henry Fonda wins over a previously unanimous majority of other jurors in the film *Twelve Angry Men*.





**Plate 11.5** *Group polarization can have potentially serious implications for decision-making in natural settings such as cabinet meetings.*



**Plate 11.6** *Milgram's research into obedience was originally intended to help us to understand how the Nazi Holocaust could have taken place.*