# Chapter 21

1. How valid do you think the 15-a-day figure might be?
2. Discuss your personal (not too personal) examples of social facilitation and social inhibition
3. Why do we conform?
4. How has the idea of informational influence informed our understanding of on-line “echo chambers?”
5. Why is groupthink so dangerous?
6. To what extent are the findings of modern obedience studies consistent with Milgram’s?
7. How do Milgram’s conclusions exemplify the complementarity of quantitative and qualitative data?
8. To what extent does social identity theory provide a better explanation for classic findings in social psychology?
9. Is attractiveness universal?