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SUBJECT: Final Report

DATE: 31 August, 1968

ARPA Order 897, 24 May 66

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NAME OF CONTRACTOR: The Regents of the University of California, Los Angeles, California

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PROJECT SCIENTIST: Barry E. Collins, Ph.D. (Phone 213 - 825-5162)

SHORT TITLE OF WORK: Mechanisms of attitude change produced by forced compliance.

ABSTRACT:

When an individual is induced to play a role inconsistent with his private opinion, he often modifies that private opinion to make it consistent with his public role. This suggests that educators or propagandists with control over overt behavior can also gain control over thoughts or private opinions. In an earlier experiment, the principal investigator demonstrated that financial inducements to undertake the role could either facilitate or inhibit the attitude change. A series of experiments have investigated the conditions under which these financial inducements facilitate or inhibit attitude change. Five of the seven experiments have been written up for publication; the entire series has been described in a paper presented at the American Association for the Advancement of Science. The experiments indicate that a fear of social retaliation from the audience is not an important factor and that public commitment to the overt behavior is an important factor in producing the attitude change.

Work has also been conducted on the psychological aspects of group structure which will appear in the Handbook of Social Psychology (Revised Edition) and a paper on the effects of stress and birth order on attitude change in a military setting

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has been accepted for publication. Most of the scientific and theoretical discussion relevant to this final report is contained in Scientific Report No. 2.

Grant number AF-AFOSR-1200-67 (ARPA Order 897, 24 May 66) was for basic research in social influence processes. The research is under the direction of Barry E. Collins, Professor of Psychology, U.C.L.A. The research work was conducted by Professor Collins (who was supported one-fourth time over 12 months by the grant) and by three graduate assistants (who were supported one-half time over 12 months).

Scientific Reports

Four scientific reports were prepared and dated 1 January, 1968. Four more dated 31 August, 1968 are currently being submitted. (1) The first is to be published as a chapter in the Handbook of Social Psychology (revised edition) edited by G. Lindzey and E. Aronson.

(2) The second scientific report is an invited paper delivered to the symposium at the American Association for the Advancement of Science meetings in December of 1967. It constitutes an excellent overview of the published and unpublished research on forced compliance supported by AF-AFOSR-1200-67. It describes a series of fifteen studies on forced compliance, of which the last five (Studies in Forced Compliance XI-XV) were supported by ARPA. It is to be published in A. Elms (Ed.), Role Playing, Toward, and Attitude Change. Princeton: Van Norstrand, 1969. That is the only planned publication for SFC XI and SFC XII.

(3) The third scientific report is a more detailed account of SFC XIV described in Scientific Report No. 2. The manuscript will be published in the Journal of Personality and Social Psychology in the fall of 1968.

(4) The fourth scientific report describes the effect of stress and birth order on attitude change in a military setting. The paper has been accepted for publication in the Journal of Personality.

(5) Scientific Report No. 5 is: Ashmore, R. D., & Collins, B. E. "Studies in Forced Compliance: X. Attitude Change and Commitment to Maintain Publicly a Counterattitudinal Position. Psychological Reports, 1968, 22, 1229-1234.

(6) Scientific Report No. 6 is a mimeographic description of Studies in Forced Compliance: XIII.. The format for publication has not been decided.

(7) Scientific Report No. 7 is a mimeographed description of Studies in Forced Compliance XV. The format for publication has not been decided.

(8) Scientific Report No. 8 is in preparation by Robert Apsler. Its tentative title is: Convergent validity of attitude intensity and the relationship with attitude extremity.

(9) Scientific Report No. 9 will be a forced compliance experiment. by E. Nel, R. L. Helmreich, and E. Aronson. It has been submitted for publication to the Journal of Personality and Social Psychology. Copies will be forwarded when available.

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Barry E. Collins

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13. ABSTRACT

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