

Public Announcement

WE WILL PAY YOU \$4.00 FOR ONE HOUR OF YOUR TIME

Persons Needed for a Study of Memory

*We will pay five hundred New Haven men to help us complete a scientific study of memory and learning. The study is being done at Yale University.

*Each person who participates will be paid \$4.00 (plus 50c carfare) for approximately 1 hour's time. We need you for only one hour: there are no further obligations. You may choose the time you would like to come (evenings, weekdays, or weekends).

***No special training, education, or experience is needed. We want:**

Factory workers	Businessmen	Construction workers
City employees	Clerks	Salespeople
Laborers	Professional people	White-collar workers
Barbers	Telephone workers	Others

All persons must be between the ages of 20 and 50. High school and college students cannot be used.

*If you meet these qualifications, fill out the coupon below and mail it now to Professor Stanley Milgram, Department of Psychology, Yale University, New Haven. You will be notified later of the specific time and place of the study. We reserve the right to decline any application.

*You will be paid \$4.00 (plus 50c carfare) as soon as you arrive at the laboratory.

TO:
PROF. STANLEY MILGRAM, DEPARTMENT OF PSYCHOLOGY,
YALE UNIVERSITY, NEW HAVEN, CONN. I want to take part in
this study of memory and learning. I am between the ages of 20 and
50. I will be paid \$4.00 (plus 50c carfare) if I participate.

NAME (Please Print)

ADDRESS

TELEPHONE NO. Best time to call you

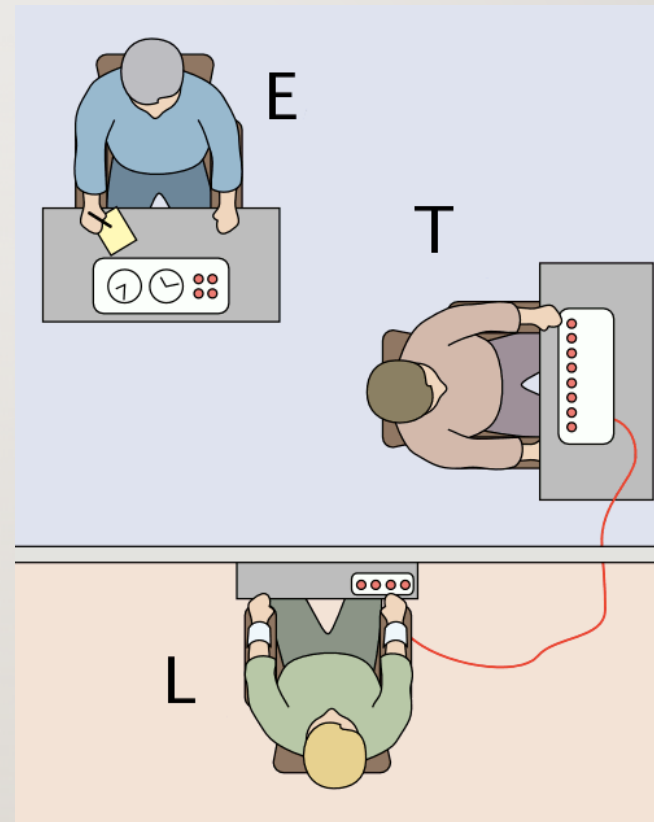
AGE OCCUPATION SEX

CAN YOU COME:

WEEKDAYS EVENINGS WEEKENDS

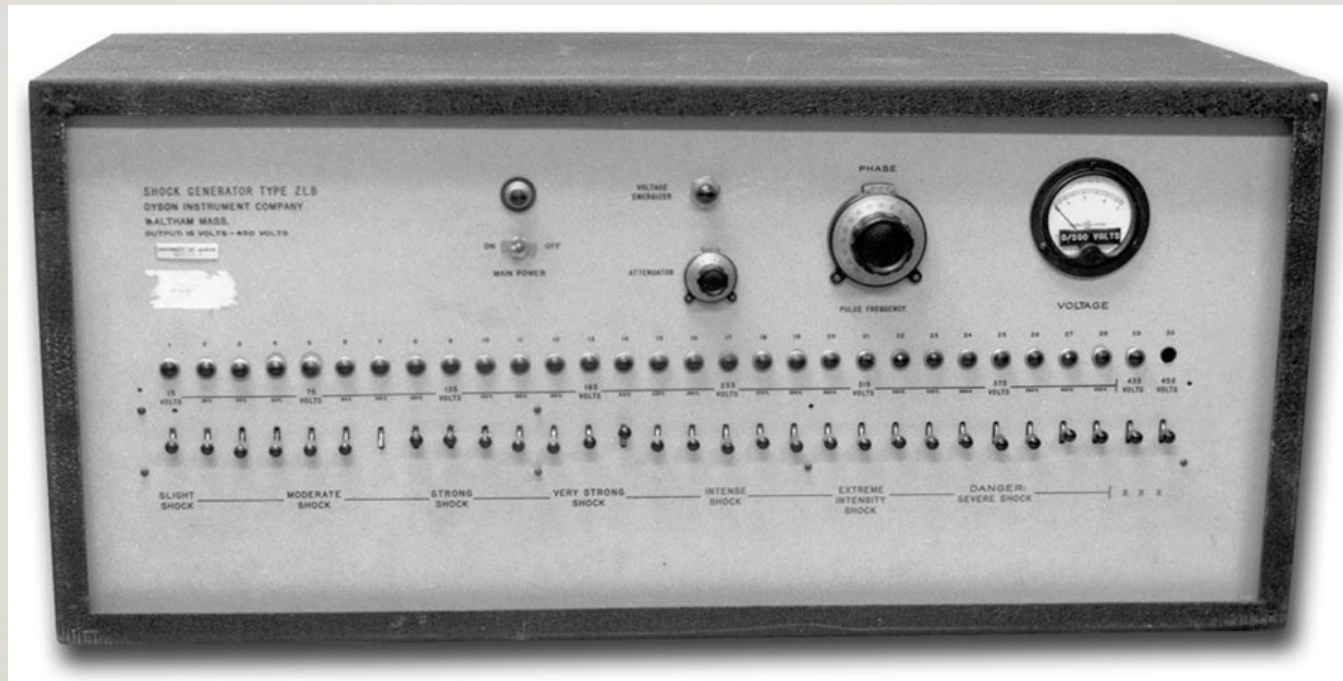
MILGRAM STUDY DESIGN

4. In an adjacent room: participant (“teacher”) reads a series of word pairs and then reads the first word of each pair along with four items.



MILGRAM STUDY DESIGN

5. Shock Generator:



MILGRAM STUDY: DESIGN

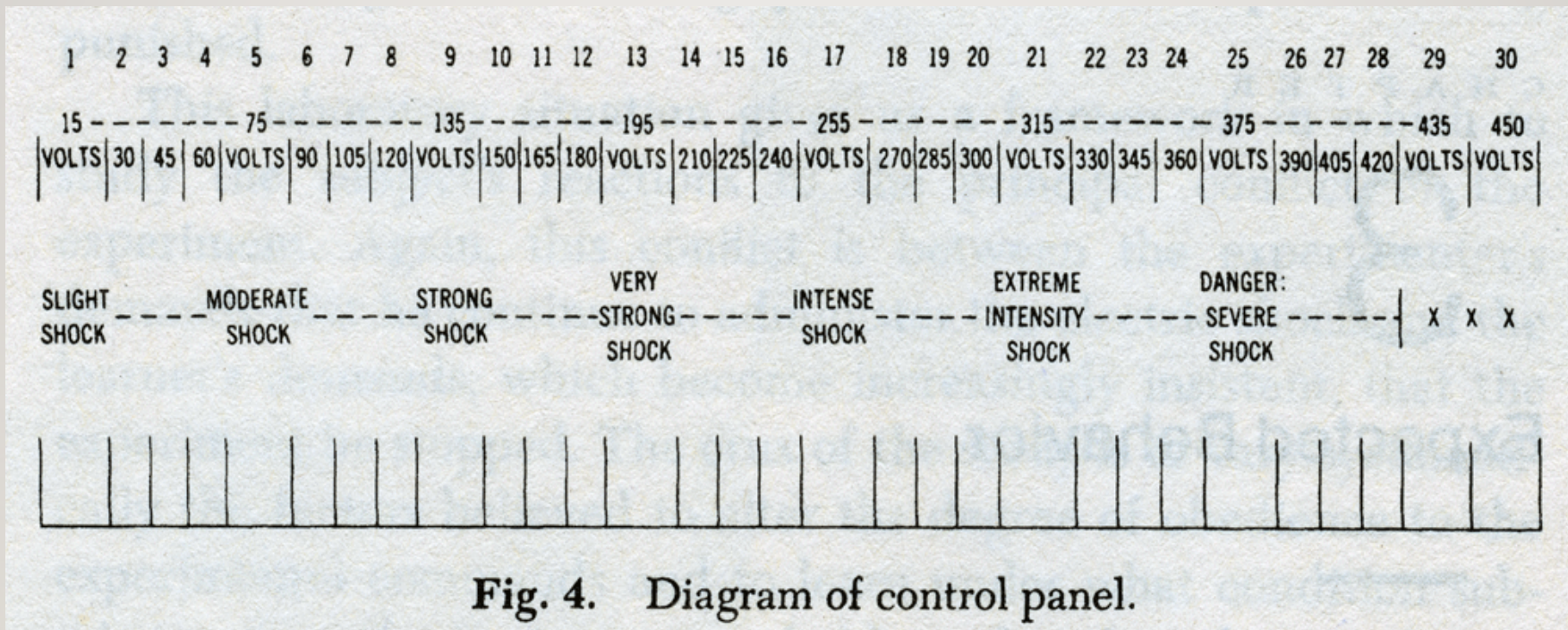


Fig. 4. Diagram of control panel.

75 volts	Ugh!
90 volts	Ugh!
105 volts	Ugh! (<i>louder</i>)
120 volts	Ugh! Hey this really hurts.
135 volts	Ugh!!
150 volts	Ugh!!! Experimenter! That's all. Get me out of here. I told you I had heart trouble. My heart's starting to bother me now. Get me out of here, please. My heart's starting to bother me. I refuse to go on. Let me out.
165 volts	Ugh! Let me out! (<i>shouting</i>)
180 volts	Ugh! I can't stand the pain. Let me out of here! (<i>shouting</i>)
195 volts	Ugh! Let me out of here. Let me out of here. My heart's bothering me. Let me out of here! You have no right to keep me here! Let me out! Let me out of here! Let me out! Let me out of here! My heart's bothering me. Let me out! Let me out!
210 volts	Ugh!! Experimenter! Get me out of here. I've had enough. I won't be in the experiment any more.
225 volts	Ugh!
240 volts	Ugh!
255 volts	Ugh! Get me out of here.
270 volts	(<i>Agonized scream.</i>) Let me out of here. Let me out of here. Let me out of here. Let me out. Do you hear? Let me out of here.
285 volts	(<i>Agonized scream.</i>)
300 volts	(<i>Agonized scream.</i>) I absolutely refuse to answer any more. Get me out of here. You can't hold me here. Get me out. Get me out of here.
315 volts	(<i>Intensely agonized scream.</i>) I told you I refuse to answer. I'm no longer part of this experiment.
330 volts	(<i>Intense and prolonged agonized scream.</i>) Let me out of here. Let me out of here. My heart's bothering me. Let me out, I tell you. (<i>Hysterically</i>) Let me out of here. Let me out of here. You have no right to hold me here. Let me out! Let me out! Let me out! Let me out of here! Let me out! Let me out!

MILGRAM STUDY: DESIGN

If participant hesitated, the experimenter would instruct them to continue

- “Please continue (or please go on).”
- “The experiment requires that you continue.”
- “It is absolutely essential that you continue.”
- “You have no other choice; you must go on.”

RESULTS

Shock Level (Volts)	Participants Who Stopped at This Level	
	Number	Percent
300	5	12.5
315	4	10.0
330	2	5.0
345	1	2.5
360	1	2.5
375	1	2.5
450	26	65.0

FOLLOW-UP STUDIES

