

READING PASSAGE 3

You should spend about 20 minutes on **Questions 27-40**, which are based on Reading Passage 3 below.

Conformity

A review of conformity and some of the studies that have been done on it

During your childhood, there will have been some kind of craze which affected all the people in your school. It may have been to do with a particular toy or possibly a must-have item of clothing. It may have been something as simple as a type of pen or as expensive as an electronic games console. Fashion designers, toy manufacturers and anyone else involved in the retail trade love conformity. Set up a craze, especially in the young, and everyone will go for it. In fact, it's an ideal way to sell huge quantities of merchandise. The levels of conformity in consumerism are phenomenal. When you actually stand back and consider how easily we are persuaded that having certain items is the only way we can ensure peace of mind, you see what an important concept conformity is.

Conformity has been described as "yielding to group pressure" (Crutchfield, 1962). However, this implies that other people put pressure on us to make us conform and this is not always the case. A better definition is given by Aronson (1976) who said it was a "change in a person's behaviour or opinions as a result of real or imagined pressure from a person or group of people". This would make more sense, as often the pressure we feel is imagined. The person or group he refers to would have to be important to us at the time, regardless of their status.

There has been considerable research on conformity. One of the first studies looked at the answers people gave when asked to estimate the number of beans in a bottle (Jenness, 1932). If you have ever entered a "guess the number" competition, you probably looked at the previous estimates made and based your judgment on what other people had guessed. This is more or less what happened in the Jenness study. First of all, he asked the respondents to give their own estimates, and then he asked them to decide a group estimate. Finally, he asked them alone again and discovered that they had stayed with the group answer.

Probably the most famous study on conformity was undertaken by Asch (1951) when he created a situation where many of his subjects gave answers which were blatantly untrue, rather than contradict the people they were with. He did this by getting his subject to sit round a table with six stooges (colleagues of the experimenter) so that the subject was second to last. He showed them all a large card which had three lines of different lengths drawn on it, labelled A, B and C. He then gave them a card with a single line and asked them to match this in terms of length to one of the lines A, B or C.

The stooges gave untrue responses in a number of the trials and the subjects were left in the situation where they either reported what they saw with their own eyes or conformed to the norm of the group. When the results were assessed, Asch found that in one out of every three trials where the wrong answer was given, the subject gave the same wrong answer as the stooges. This led to an average level of conformity of 32 per cent. Asch interviewed his subjects after the trials to try to find out why they conformed to an answer which was so obviously wrong. Most of them said that they did not want to cause problems within the group, although they also stated that when they did give wrong answers it made them anxious. (Asch found that when there was just one other person present who did not go along with the majority, no matter how many others there were, it was sufficient to make the subject give the right answer.)

Kelman (1953) outlined three processes which can explain social conformity. The first is compliance, where subjects go along with the crowd to prevent any in-group hostility or bad feeling and to maintain group harmony. However, they do not change their own private belief. If we look back to the Asch study, we can see that the subjects were simply complying with the demands of the experimental situation but hadn't actually internalized the group's norms. They agreed in public, but dissented in private. In a process known as internalization, however, subjects do actually see the view of the group as the more valid one. They may be able to do this, for example, by convincing themselves that their eyesight is poor. Sometimes, however, subjects actually seem to change their beliefs because they want to become more like their heroes. If they really want to become part of an in-group, they will start to identify with that group and take on the group's values and beliefs, even if they are different to their own. Kelman calls this identification. It frequently happens with teenagers who want to become more like a peer group in order to be accepted, and suddenly seem to go against all the values and beliefs of their parents.

So why is it that we have to conform? Some people feel confident most of the time, have high self-esteem and do not have to go along with the majority. For most of us, though, how confident we feel varies from day to day, depending on the situation we are in, and this can influence behaviour.

Questions 27-30

Do the following statements agree with the claims of the writer in Reading Passage 3?

In boxes 27–30 on your answer sheet, write

YES	<i>if the statement agrees with the claims of the writer</i>
NO	<i>if the statement contradicts the claims of the writer</i>
NOT GIVEN	<i>if it is impossible to say what the writer thinks about this</i>

- 27** Childhood crazes can centre on items of any value.
- 28** Children are more vulnerable to crazes now than they used to be.
- 29** Consumers make too many quick decisions in shops.
- 30** Crutchfield's definition of conformity is the most reliable.

Questions 31–35

Complete the summary below.

Choose **ONE WORD ONLY** from the passage for each answer.

Write your answers in boxes 31–35 on your answer sheet.

Studies on conformity

In the Jenness study, people had to guess how many **31** _____ were in a container. Jenness found that, in most cases, people opted for an estimate given by a **32** _____.

Asch asked his subjects to **33** _____ line lengths. To test the extent to which people would conform, he placed his subjects with colleagues who gave **34** _____ responses. He found that his subjects agreed with his colleagues 32% of the time, although they admitted to feeling **35** _____ about giving their answer.

Questions 36–40

Complete the notes below.

Choose **ONE WORD ONLY** from the passage for each answer.

Write your answers in boxes 36–40 on your answer sheet.

Kelman's processes of social conformity

- **Compliance**
 - people support the majority view despite their own ideas
 - social harmony is maintained
 - illustrated by the results of the research conducted by **36** _____
- **37** _____
 - majority view is considered most **38** _____ view
 - people persuade themselves despite their own ideas
- **39** _____
 - people change their ideas to those of the majority
 - typical of **40** _____

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判断题 (27–30)

题号	题干 (中译)	答案	精确定位 (第X段原句)	详细解释
27	童年时期的追捧热潮可以围绕任何价值的物品。	YES	第1段: “ <i>It may have been something as simple as a type of pen or as expensive as an electronic games console.</i> ”	作者明确说既可能很便宜 (a simple pen) 也可能很昂贵 (expensive console), 等于覆盖 “任何价值”。与题干一致 → YES。
28	现在的孩子比过去更容易受热潮影响。	NOT GIVEN	全文无 “现在 vs 过去” 的对比。第1段仅有 “ <i>especially in the young</i> ”。	文章只指出 “年轻人/孩子尤其容易” 受影响, 但未比较 “现在” 和 “以前”, 故信息缺失 → NOT GIVEN。
29	消费者在商店里做了太多快速决定。	NOT GIVEN	第1段: “ <i>we are persuaded that having certain items...</i> ”; 未出现 “quick/rapid/instant” 等速度线索。	文中讨论 “被说服去买” “从众促销”, 但没有涉及 “决策速度” 或 “太多快速决定” 的评价 → NOT GIVEN。
30	Crutchfield 对 “从众” 的定义最可靠。	NO	第2段: “ <i>Conformity has been described as ‘yielding to group pressure’ (Crutchfield, 1962). However... A better definition is given by Aronson (1976) ...</i> ”	作者先引 Crutchfield 的定义, 随即用 However 转折并称 Aronson 的定义 “更好”, 等于否定 Crutchfield “最可靠” 的说法 → NO。

概要填空 (31–35)

(每空 ONE WORD ONLY)

题号	题干 (中译)	答案	精确定位 (第X段原句)	详细解释
31	Jenness 研究里, 人们要猜容器里有多少** ____ **。	beans	第3段: “ <i>...estimate the number of beans in a bottle (Jenness, 1932).</i> ”	直接对应。
32	Jenness 发现大多数人会选择由一个** ____ ** 给出的估计。	group	第3段: “ <i>...then he asked them to decide a group estimate. Finally... they had stayed with the group answer.</i> ”	概要把 “group estimate/answer” 压缩为一个词, 且题型限制一词 → group。
33	Asch 让被试去** ____ ** 线段长度。	match	第4段: “ <i>...and asked them to match this in terms of length to one of the lines...</i> ”	与题干 “line lengths” 呼应。
34	为测试从众, 他安排同伙给出** ____ ** 的反应。	untrue	第5段: “ <i>The stooges gave untrue responses...</i> ”	同义可为 wrong/incorrect, 但原文用 untrue , 优先原词。
35	他发现被试有 32% 同意同伙的答案, 尽管他们承认对此感到** ____ **。	anxious	第5段: “ <i>...when they did give wrong answers it made them anxious.</i> ”	直接对应情绪词。

笔记填空 (36–40)

(每空 ONE WORD ONLY)

空格	所属过程	题干 (中译摘要)	答案	精确定位 (第X段原句)	详细解释
36	Compliance	“该过程由谁的研究结果所佐证?”	Asch	第6段: “ <i>If we look back to the Asch study, we can see that the subjects were simply complying...</i> ”	作者把 Asch 实验解读为 **顺从 (compliance) ** 的例证 → Asch。
37	(第二过程名)	“把群体观点当作更正确的观点; 自我说服”	internalization	第6段: “ <i>In a process known as internalization, however, subjects do actually see the view of the group as the more valid one...</i> ”	过程名称即填空。
38	Internalization	“多数观点被认为是最 ____ 的观点”	valid	同上句: “ <i>...the more valid one.</i> ”	“most valid view” 与笔记中的 “considered most ____ view” 结构一致。
39	(第三过程名)	“人们把自己的观念变成与多数一致”	identification	第6段: “ <i>...they will start to identify with that group... Kelman calls this identification.</i> ”	第三过程名即 identification 。
40	Identification	“常见于哪一类人?”	teenagers	第6段: “ <i>It frequently happens with teenagers who want to become more like a peer group...</i> ”	典型群体直接给出。