

## Faculti Summary

<https://faculti.net/strategic-conformity-or-anticonformity-to-avoid-punishment-and-attract-reward/>

This video discusses a research study centered around two key questions: the heterogeneity of conformity and the interaction of conformity with rewards and punishments. Conformity is defined as individuals aligning their behavior with others, while anticonformity describes behavior that diverges from both the group and personal preferences. The study finds that anticonformity is relatively rare.

The research examines environments dominated by either rewards or punishments. In reward settings, individuals may strive to stand out, while in punitive contexts, they may conform to avoid negative consequences. The study's findings indicate that evaluators (those enforcing rewards or punishments) often prefer conformity in punishment contexts and may encourage anticonformity in reward environments, depending on how informative social feedback is.

Different experimental designs were employed to measure these behaviors, including knowledge questions and art taste assessments. Results showed that conformity was most pronounced in knowledge tasks and less so in artistic selections, with minimal anticonformity observed overall.

The researchers concluded that the context determines the necessity for conformity or anticonformity. For instance, in high-stakes environments (like piloting), conformity is crucial, whereas creative fields (like art) may benefit from anticonformity. The study emphasizes the relationship between environmental demands and individual behavior, suggesting a clear link between the nature of the task and the tendency toward conformity or creative expression.