

Assignment 4 Opinions and social pressure

Assignment for Wednesday 26/2 (deadline Tuesday 25/2 12.00)

Please read the following text and make a short summary, no longer than 1 A4:
Ash (1955). Opinions and social pressure. *Scientific American*. 193 (5): 31-35.

In the summary I want you to include the following:

What is the major finding in this paper? Describe it in your own words.

Why is it important?

Discuss one type of situation in which you would have to take this finding into consideration in your work as a designer.

Do you think that the finding is correct? Why? Why not?

The summary should be handed in to me (it is probably just easiest to email it to me: annika.wallin@lucs.lu.se) no later than Tuesday 26/2 12.00. Please note that those who hand in their assignment too late will not get any feedback.