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**THEORY AND EXPERIMENT  
IN  
SOCIAL COMMUNICATION**

**BY  
LEON FESTINGER  
KURT BACK  
STANLEY SCHACHTER  
HAROLD H. KELLEY  
JOHN THIBAUT**

**RESEARCH CENTER FOR DYNAMICS  
INSTITUTE FOR SOCIAL RESEARCH  
UNIVERSITY OF MICHIGAN**

**REPORT OF STUDIES UNDER OFFICE OF NAVAL RESEARCH CONTRACT  
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## FOREWORD

For the past three years the Research Center for Group Dynamics has been conducting a program of research in the area of social communication under contract N6onr-23212 NR 170 698 with the Office of Naval Research.

During these years two field studies and a number of laboratory experiments have been done. This compilation presents the reports of the laboratory studies together with a theoretical integration of the work which has been done to date. These studies have centered mainly on two sets of problems, namely, communication stemming from pressures toward uniformity in groups and communication in hierarchical structures. The reports of the experiments in this compilation are grouped along these lines.

While all of the studies were done at the Research Center for Group Dynamics, some of the authors have since gone elsewhere. Kurt Back is now on the staff of the United States Bureau of the Census. Stanley Schachter is a member of the Department of Psychology of the University of Minnesota. John Thibaut is in the Psychology Department of Boston University.

Leon Festinger, under whose general supervision this program is being carried out, and Harold H. Kelley are on the staff of the Research Center for Group Dynamics. Bernard Hymovitch gave valuable help in preparing this report and is now conducting research in this program area. Harold Gerard and Burt Raven are also members of the present research staff.