**Prep 4:**

**Task 1:**

**Research Design**

Use page 16 and 17 of the Research methods pack and make notes on the following

1. Independent groups. Define and give an example. The Strengths and Weaknesses. What Participant variables are and how you deal with this
2. Repeated measures. Define and give an example. The Strengths and weaknesses. What order effects are and how you deal with this
3. Matched Pairs. Define and give a detailed example (Bandura). The Strengths and Weaknesses.

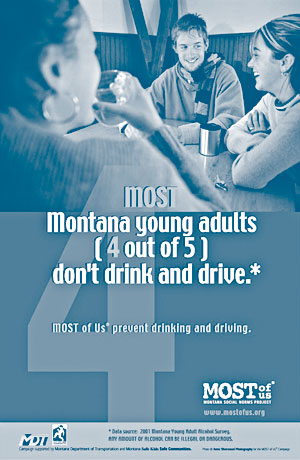
**Social change**

How social influence research (conformity, obedience) helps us to understand social change; the role of minority influence in social change

**Social change** = occurs when a whole society adopts a new belief or way of behaving which then becomes the ‘norm’. This can be positive or negative. Social change occurs when a minority view challenges the majority view and is eventually accepted by the majority.

**Social Change and Majority Influence**

**Recap: Define the following**

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**Normative Conformity:**

**How would this create social change? Refer to the poster on the right>**

**Informational Conformity:**



**How would this create social change? Refer to the poster on the right>**

**Social Change and Minority Influence**

Recap- What are the features of a minority that contribute to the effectivenes social influence.

**Minority influence example**

**The Suffragettes**

* In the early 20th Century a small **minority** group of women, the suffragettes, **resisted conformity** and **disobeyed the authority of the law** to fight for the right of women to vote in Parliamentary elections.
* The women of the Pankhurst family led this militant campaign. Emmeline Pankhurst was an educated woman with politically active parents: she was sent to school in Paris (a ‘revolutionary’ setting) and was taken to her first women’s suffrage meeting at the age of 14. She brought her daughters up within the suffrage movement. She married a barrister who campaigned for women’s rights and supported her views. She was also surrounded by a small circle of politically active women.
* Emmeline and her daughters were sick of being told that they were not entitled to the same basic rights as men who could vote for/against those authorities. They did not accept the legitimacy of a government which would not allow them to vote.
* They were frequently arrested and imprisoned for their provocative campaigning methods (leading riots, throwing rocks at the prime minister’s carriage, chaining themselves to railings) and in one famous case (Emily Davison) threw herself to her death, trampled by the king’s horse.
* The suffragettes must have believed that they could achieve their goals of votes for women, as women’s suffrage had already been achieved in Australia and New Zealand.
* The Suffragettes achieved their goal through gradual change. Women over 30 were allowed to vote in 1918. Women over 21 were allowed to vote in 1928.
* Feminists achieved the introduction of laws on equal pay and sex discrimination by the 1970s. but are still campaigning for full gender equality in society in 2013.

There are two theories that can be used to explain social change through minorities; these are **The Snowball Effect** and **Social-Cryptoamnesia**

* **The snowball effect:** the more the minority group grows, the more influential it becomes. Social influence accelerates (this happens when something ‘goes viral’ on social media). Once a few members of the majority start to move towards the minority, then other people from the majority start to pay attention and the movement gathers momentum
* **Social cryptoamnesia (or the dissociation model):** the majority group take on board the views and ideas of the minority but either forget where they came from or deliberately disassociate themselves from the negative image of the minority.

**Social cryptomnesia** is a cognitive bias experienced by whole cultures following social change. Cryptomnesia is a failing of memory, usually referring to the mistaken belief that something the individual remembers is actually an original idea. Social cryptomnesia is a failure to remember the origin of a change, in which people know that a change has occurred in society, but forget how this change occurred; that is, the steps that were taken to bring this change about, and who took these steps. This may lead to reduced social credit towards the minorities who made major sacrifices that led to the change in societal values. Social cryptomnesia is an extension of Moscovici's (1985) four stages of minority influence.

Historical example: Women's rights

The progress made in the [first wave of feminism](https://en.wikipedia.org/wiki/First-wave_feminism) includes but is not limited to: healthcare, education, and the [right to vote](https://en.wikipedia.org/wiki/Suffrage). These rights are considered to be just by the general population, yet the actions taken by the [suffragettes](https://en.wikipedia.org/wiki/Suffragette) (and [suffragists](https://en.wikipedia.org/wiki/National_Union_of_Women%27s_Suffrage_Societies)) to get to this point are frequently ignored.[[2]](https://en.wikipedia.org/wiki/Social_cryptomnesia#cite_note-Butera_2018-2) Feminists are sometimes subject to negative [stereotypes](https://en.wikipedia.org/wiki/Stereotype), and sometimes seen as extremists or radical.[[5]](https://en.wikipedia.org/wiki/Social_cryptomnesia#cite_note-Bashir_2013-5) Furthermore, such negative stereotypes may prevent social change from occurring, even when people agree it is necessary.[[5]](https://en.wikipedia.org/wiki/Social_cryptomnesia#cite_note-Bashir_2013-5) It may be possible to reduce these negative effects of social cryptomnesia by making individuals aware of how social cryptomnesia may contribute to their biases.[[6]](https://en.wikipedia.org/wiki/Social_cryptomnesia#cite_note-6)

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| **TASK 3**: *Choose two different examples of social change through a minority (e.g, gay rights, extinction rebellion, veganism)*  *Then explain the process using the snowball effect for one, and social-cryptoamnesia for the other* | |
| ***The Snowball effect***  **Behaviour:**  **How it can be explained** | ***Social-cryptoamnesia***  **Behaviour**  **How it can be explained** |