**Social Influence Prep Work**

**Prep 1: Types and explanations of conformity; Factors that influence conformity; Conformity to social roles**

*Make notes on the material below using the information pack and the videos/information on the website. Make sure that you either write the question out, or give a heading, for each item so that you can clearly see what your notes relate to.*

*These notes will provide you with the core knowledge needed for the lesson*

*After you have completed your notes, use a highlighter pen to register, in the space provided, how well you understand that piece of information (****green:*** *very well,* ***amber:*** *understand some of it,* ***red:*** *don’t understand this at all). This will help you* *to focus your revision. If you don’t have a highlighter pen, write ‘red’, ‘green’, or ‘amber’ in the box.*

**Explanations of why people conform**

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|  | **Topic/question** | **Notes complete** *(tick box)* | **Red/****amber/****green** |
| 1. | Explain what **social influence** is and what **conformity** is |  |  |
| 2. | Explain how **informational social influence** leads people to conform and look up the term ‘ambiguous’ and write a definition |  |  |
| 3. | Give your own **example** of informational social influence |  |  |
| 4. | Explain how **normative social influence** leads to conformity |  |  |
| 5. | Give your own **example** of normative social influence |  |  |

**Types of conformity**

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|  | **Topic/question** | **Notes complete** *(tick box)* | **Red/****amber/****green** |
| 6. | Explain what **compliance** is and come up with your own example |  |  |
| 7. | Explain what **identification** is and come up with your own example |  |  |
| 8. | Explain what **internalisation** is and come up with your own example |  |  |

**Asch’s study of conformity**

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|  | **Topic/question** | **Notes complete** *(tick box)* | **Red/****amber/****green** |
| 9. | Watch the video clip on Asch’s study of conformity on ***psych 205/The A level course/Paper 1/ Social influence/ Conformity studies*** and then answer the questions next to the clip |  |  |
| 10. | Look up the term **‘confederate’**. What does it mean? |  |  |
| 11. | **Draw a diagram** of Asch’s procedure, representing the task, the participant and the confederates |  |  |
| 12. | Using the information in the pack: what **percentage of participants** conformed at least once? What was the general percentage of conformity across critical trials? |  |  |
| 13. | What **conclusions** can we draw from Asch’s study? |  |  |

**Factors that influence conformity**

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|  | **Topic/question** | **Notes complete** *(tick box)* | **Red/****amber/****green** |
| 14. | Name the **three factors** that affect conformity |  |  |
| 15. | Look up the term **‘unanimity’** and explain what it means |  |  |
| 16. | Download the file on the website on factors affecting conformity: ***psych 205/The A level course/Paper 1/Social influence/Factors affecting conformity*** and answer the questions, using the information given in the worksheet (or in the information pack) |  |  |

**Conformity to social roles**

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|  | **Topic/question** | **Notes complete** *(tick box)* | **Red/****amber/****green** |
| 17. | Watch the documentary on Zimbardo’s Stanford Prison Experiment: ***psych 205/The A level course/Paper 1/Social influence/Conformity to social roles*** and make notes on the study. These should include details of what he did (the procedure) and what happened (the findings) |  |  |
| 18. | Explain what **conclusions** can be drawn from Zimbardo’s study (what the findings tell us) |  |  |
| 19. | Read evaluation point 2 on page 10 of the information pack and make notes on how Reicher & Haslam’s study was different to Zimbardos. Include details of how the procedure ***and*** the findings differed |  |  |
| 20. | Come up with some possible reasons for why the two studies had very **different results** |  |  |

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| **Use the box below to write *at least* three questions that you have about any part of the preparation work. These will be used for discussion in the class** |
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Quick link to Social Influence page of website

Quick link to Social Influence Information pack