

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

	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

	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

	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

	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

	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 Zimbardo's. 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		

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



Quick link to Social Influence Information pack



Quick link to Social Influence page of website