

Social Influence Prep Work

Prep 3: Explanations of resistance to social influence; Minority influence; The role of social influence processes in social change

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 resistance to social influence

| | Topic/question | Notes complete (tick box) | Red/ amber/ green |
|----|---|------------------------------|-------------------------|
| 1. | Explain what the term ' social support ' refers to | | |
| 2. | Explain why social support can help someone resist social influence | | |
| 3. | Make up a scenario that demonstrates how social support might enable a person to resist social influence (either conformity or obedience, but be specific) | | |
| 4. | Print out the locus of control questionnaire from the link on the website: psych 205/The A level course/Paper 1/Social influence/resistance to social influence and complete all three tasks. You must keep this document in your notes and bring it to class as we will be using the results in a class exercise. | | |
| 5. | Explain what the term ' locus of control ' refers to | | |
| 6. | Explain what type of locus of control makes someone more likely to resist social influence and why | | |
| 7. | Now look at the results of your locus of control questionnaire (task 1) and explain whether the results would suggest that you are more or less likely to be able to resist the pressures of social influence (make sure you say why they suggest this) | | |

Minority influence

| | Topic/question | Notes complete (tick box) | Red/ amber/ green |
|-----|---|------------------------------|-------------------------|
| 8. | Explain what the term ' minority influence ' means | | |
| 9. | Explain what the term consistency means and come up with your own example of how someone in the media (past or present) has influenced a minority by being consistent | | |
| 10. | Explain why flexibility is important in minority influence and make up your own example of how someone could demonstrate flexibility when trying to influence a majority | | |
| 11. | Explain what commitment means in the context of minority influence and come up with a real life example of where someone (past or present) has influenced a minority by demonstrating commitment | | |

Research supporting the role of consistency in minority influence (Moscovici)

| | Topic/question | Notes complete (tick box) | Red/ amber/ green |
|-----|---|------------------------------|-------------------------|
| 12. | For Moscovici's study , identify: What is the I.V.? What is the D.V.? Who were the sample? What were the participants asked to do? What possible extraneous variable was controlled for? | | |
| 13. | Draw a table listing the findings from Moscovici's study | | |
| 14. | What conclusions can we draw from the study (what does it tell us)? | | |

The role of social influence processes in social change

| | Topic/question | Notes complete (tick box) | Red/ amber/ green |
|-----|---|------------------------------|-------------------------|
| 15. | Explain what the term ' social change ' means | | |
| 16. | Draw a flow chart that demonstrates how the process of cognitive conflict can lead to a change in behaviour, using the example given in the information pack | | |
| 17. | Explain what ' social cryptoamnesia ' is and come up with an example from real life of where social change has occurred through this process (think about minority groups that have had a negative image in society, but whose message has been accepted by the majority). | | |
| 18. | Draw a flow chart to demonstrate how ' the snowball effect ' leads to social change. | | |
| 19. | Give two examples from real life of where the snowball effect has led to social change | | |

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