



# Social Influence 2: conformity

Module PSYB2

Section A - Social Psychology

3.2.1 social influence

## What we will be learning about

Have you ever noticed how people sometimes change what they are doing because the people around them are doing something different? We have all been in situations where we have come under pressure to conform. Sometimes we go along with the people around us, often because we think they are right but sometimes we conform despite the fact we think they are wrong. This topic is all about why people conform. We will learn about the things that make conformity more or less likely and about the different motives people may have for conforming (or not). We will also learn more about how psychologists do research, focusing particularly on where they carry out their studies and the people they use in them.

## What you could be tested on

	A01 – knowledge & understanding	A02 – application, analysis & evaluation	A03 – methods, statistics & ethics (how science works)
<b>You must be able to...</b>	<b>Define</b> conformity, internalisation, compliance, normative influence, informational influence. <b>State</b> at least two factors in conformity and outline their effect on conformity. <b>Describe</b> the studies carried out by Asch (1951) and others including Sherif (1935).	<b>Distinguish</b> between compliance and internalisation. <b>Analyse</b> situations to identify examples of internalisation, compliance, normative and informational influence.	<b>Predict</b> the effect of situational variables in Asch-type studies. <b>Define</b> external validity, sample and setting (laboratory/field). <b>Outline</b> reasons for deceiving/withholding information from participants (single blind technique). <b>Identify</b> ethical issues in the studies by Asch and others.
<b>You should be able to...</b>	<b>Outline</b> the role of group norms in influencing behaviour. <b>Explain</b> normative and informational influence as processes of conformity. <b>Explain</b> the effects of at least two situational factors on conformity.	<b>Distinguish</b> between normative and social influence. <b>Interpret</b> research findings in terms of the types of conformity processes they demonstrate. <b>Assess</b> the extent to which research findings are consistent with explanations of conformity.	<b>Assess</b> the external validity of studies of conformity with reference to the samples and settings used. <b>Analyse</b> practical/ethical costs & benefits of the single blind technique.
<b>You could be able to...</b>	<b>Consider</b> the relationship between normative/informational influence. <b>Evaluate</b> the usefulness of distinguishing between different conformity processes.	<b>Compare/contrast</b> different conformity processes.	<b>Evaluate</b> research into conformity in terms of its methodology and ethics.

