

Social Influence

Self Assessment Sheet

Things you **must** be able to do:

All A01

- Define Conformity
- Explain APFCC for **three** studies of conformity
- Define compliance, identification and internalisation
- Define normative and informational influence
- Identify factors that affect conformity

Majority Influence

- Explain which conformity processes are shown by each study and why
- Explain one strength and one weakness of each research study
- Analyse a real life situation in terms of the conformity processes at work

Things you **should** be able to do:

Both A01 and A02

- Define minority influence
- Explain APFCC for **two** studies of minority influence
- Identify factors that affect minority influence

Minority Influence

- Explain the difference between majority and minority influence
- Explain one strength and one weakness of each research study
- Analyse a real-life example of minority influence in terms of the processes at work

- Define obedience
- Explain APFCC for Milgram's research
- Explain APFCC for **two** other studies of obedience
- Identify factors that affect obedience
- Define experimental and ecological validity

Obedience

- Comment on the experimental validity of obedience research
- Comment on the ecological validity of obedience research
- Explain why people obey authority

- Draw conclusions about the ecological and experimental validity of obedience research
- Comment on the overall value of explanations of obedience

- Identify **three** factors that help people to resist obedience
- Identify **two** factors that help people to resist conformity

Resisting Authority

- Explain how different factors help people to resist conformity and obedience
- Use evidence from studies to illustrate the factors that help people to resist conformity and obedience

- Use psychological evidence to assess the extent to which people are able to resist conformity and obedience

- Identify ethical issues in psychological studies
- Define informed consent, protection from harm and deception
- Outline the BPS ethical guidelines
- Outline the functions of an ethical committee

Ethical Issues

- Explain the ethical strengths and weaknesses of **three** studies of conformity/obedience
- Explain what is involved in cost-benefit analysis
- Outline strengths and weaknesses of ethical guidelines and ethics committees

- Perform a cost-benefit analysis of **two** studies of social influence
- Assess the strengths and weakness of cost-benefit analysis
- Assess the usefulness of ethical committees and ethical guidelines

Things you **could** be able to do:

All A02

- Use research studies to back up your analysis of conformity on real life situations
- Comment on the overall value of studies of conformity
- Comment on the overall value of explanations of conformity

- Use research studies to back up your analysis of real-life minority influence situations
- Comment on the overall value of studies of minority influence
- Comment on the overall value of explanations of minority influence