

Internalisation		Milgram			Snowball effect
	Autonomous		Moscovici		Compliance
		Informational influence	Obedience		
Zimbardo		External validity		Ethical committee	Bickman

		Asch		British Psychological Society	Hofling
Sherif			Agentic	Social conflict	
		Internalisation	Informed consent		
Legitimacy	Laboratory	Hospital			Demand characteristics

Buffers	Bickman		Uniform	Conformity	
					Social conflict
	External validity		Compliance	Milgram	
Jenness	Hofling	British Psychological Society			Asch

Normative influence		Laboratory			Moscovici
	Informed consent		Compliance		Sherif
		Jenness	Demand characteristics		
Obedience		Milgram		Buffers	Identification

		External validity		Zimbardo	Asch
Hospital			Sherif	Baumrind	
		Laboratory	Agentic		
Autonomous	Bickman	Ethical committee			Compliance

Agentic	Jenness		Asch	Buffers	
					Informed consent
	Snowball effect		Compliance	Normative influence	
Milgram	Legitimacy	Demand characteristics			Hofling

Laboratory		Sherif		Obedience
	Social conflict		Conformity	Bickman
		Buffers	Internalisation	
Identification		External validity		Demand characteristics Milgram

		Moscovici		Laboratory	Legitimacy
Zimbardo			Identification	Hospital	
		Uniform	Autonomous		
Jenness	Compliance	British Psychological Society			Hofling

Bickman	10%		95%	Moscovici	
					Jenness
	Asch		Buffers	Informational influence	
Ethical committee	Demand characteristics	Informed consent			External validity

Informational influence		Zimbardo			Uniform
	Demand characteristics		95%		Normative influence
		Milgram	Ethical committee		
Baumrind		10%		Snowball effect	Jenness

		Normative influence		Sherif	Buffers
Informed consent			Internalisation	Uniform	
		Jenness	Demand characteristics		
Moscovici	External validity	British Psychological Society			Compliance

10%	Moscovici		Jenness	Social conflict	
					Identification
	Agentic		Hofling	Conformity	
Obedience	Zimbardo	Laboratory			Bickman

Agentic		Baumrind		Informational influence
	Bickman		Hospital	Jenness
		Demand characteristics	Compliance	
Uniform		Ethical committee		Legitimacy
				Asch

		Sherif		Zimbardo	Laboratory
Uniform			Autonomous	Bickman	
		95%	Informed consent		
Hofling	10%	Identification			Jenness

Bickman	Demand characteristics		Laboratory	Social conflict	
					95%
	Moscovici		Identification	Milgram	
Jenness	Normative influence	Buffers			Informed consent

Compliance		British Psychological Society			Social conflict
	Informational influence		Asch		Demand characteristics
		Uniform	Agentic		
Internalisation		Milgram		Identification	Sherif

		Autonomous		Buffers	Zimbardo
Conformity			External validity	Normative influence	
		Hospital	Bickman		
Sherif	Snowball effect	Demand characteristics			Jenness

Legitimacy	Laboratory		Compliance	Informed consent	
					Moscovici
	Obedience		Zimbardo	Uniform	
Milgram	Buffers	External validity			Demand characteristics

External validity		Hofling		Buffers
	Internalisation		Jenness	Asch
		Identification	Informational influence	
Informed consent		Baumrind		Bickman
				Ethical committee

		Moscovici		Laboratory	Legitimacy
95%			Conformity	Hospital	
		Demand characteristics	Bickman		
Jenness	Normative influence	Uniform			Autonomous

Uniform	Sherif		Informed consent	Hofling	
					Demand characteristics
	Obedience		Legitimacy	Autonomous	
Buffers	Internalisation	Laboratory			Milgram

Milgram	He found that normal people would electrocute a stranger
Asch	He investigated normative influence
Moscovici	He used blue slides
Sherif	He investigated informational influence using an optical illusion
Bickman	He investigated obedience in the street
Hofling	He asked nurses to overdose a patient
Zimbardo	He was the prison superintendant
Normative influence	This is conforming to fit in with a group
Informational influence	This type of conformity happens in ambiguous situations
Compliance	This is when you change your behaviour but not your mind
Internalisation	This is where a person changes their beliefs or attitudes as well as their behaviour
Identification	This is conforming to the demands of a particular group or role but only while you're in it
Snowball effect	How a minority influence spreads as each new convert influences more people
Social conflict	This is what happens when a minority disagrees with a majority
Agentic	In this state we allow other people to direct our behaviour
Autonomous	In this state we take responsibility for our own actions
Hospital	This is where Hofling and colleagues did their research
Obedience	Complying with or deferring to a request from a legitimate authority
Conformity	A change in behaviour due to real or imagined pressure from others
Ethical committee	These people might decide if you can do your study
British Psychological Society	This organisation publishes the ethical guidelines we have to follow
Legitimacy	This is a quality that makes us trust an authority
Informed consent	You get this if participants know exactly what they're agreeing to
Baumrind	She thought that Milgram acted unethically
External validity	Your study has this if you can generalise the results
Demand characteristics	These could give away the aims of your study to the participants
Laboratory	If you do your study here it might lack ecological validity
Buffers	These can make it easier for someone to follow an order to hurt someone
Uniform	This can act as a sign of legitimacy
Jenness	He investigated conformity using beans
95%	The obedience rate in Milgram's study when a confederate gave the shocks
10%	The obedience rate in Milgram's study when there were disobedient confederates

