

Implicit norm		Foot in the door			Uniform
	Ecological validity		Legitimacy		Compliance
		Unanimity	Baumrind		
Sherif		Informational influence		Milgram	Consistency

		Internal validity		Asch	Normative influence
Consistency			Compliance	Informed consent	
		Cialdini	Social conflict		
Internalisation	Milgram	Door in the face			Commitment

Informational influence	Milgram		Implicit norm	Asch	
					Social conflict
	Langer		Moscovici	Uniform	
Internalisation	Social proof	Internal validity			Foot in the door

Moscovici		Legitimacy			Milgram
	Commitment		Hofling		Unanimity
		Asch	Normative influence		
Compliance		Implicit norm		External validity	Cialdini

		Milgram		Buffers	Baumrind
Consistency			Ecological validity	Internalisation	
		Cialdini	Social conflict		
Foot in the door	Sherif	Disobedient confederates			Langer

Door in the face	Uniform		Hofling	External validity	
					Compliance
	Informational influence		Informed consent	Milgram	
Unanimity	Legitimacy	Asch			Commitment

Milgram		Internalisation			Social proof
	Langer		Ecological validity		Foot in the door
		Social conflict	Moscovici		
Implicit norm		Disobedient confederates		Asch	Consistency

		Informed consent		Sherif	Social proof
Milgram			Langer	Baumrind	
		Unanimity	Internal validity		
Moscovici	Normative influence	Asch			Reciprocity

Buffers	Compliance		Uniform	Door in the face	
					Asch
	Cialdini		Informational influence	Legitimacy	
Foot in the door	Social conflict	Internal validity			Milgram

Langer		Ecological validity			Disobedient confederates
	Internalisation		Social proof		Implicit norm
		Commitment	Moscovici		
Compliance		Asch		Milgram	Consistency

		Legitimacy		Buffers	Social proof
Cialdini			Hofling	Informed consent	
		Unanimity	Asch		
Normative influence	Ecological validity	Milgram			Internalisation

Asch	Implicit norm		Buffers	Social proof	
					External validity
	Foot in the door		Social conflict	Uniform	
Consistency	Milgram	Door in the face			Sherif

Commitment		Milgram			Reciprocity
	Unanimity		Compliance		Moscovici
		Informational influence	Social proof		
Internalisation		Asch		Ecological validity	Cialdini

		Implicit norm		Ecological validity	Milgram
Disobedient confederates			Cialdini	Asch	
		Consistency	Social conflict		
Foot in the door	Baumrind	Legitimacy			Hofling

Sherif	Informed consent		Internalisation	Milgram	
					Langer
	Normative influence		Asch	Moscovici	
Compliance	Internal validity	Buffers			Uniform

Milgram		Implicit norm			Asch
	Consistency		Social proof		Ecological validity
		Disobedient confederates	Foot in the door		
Internalisation		Committment		Social conflict	Compliance

		Buffers		Normative influence	Social proof
Cialdini			Baumrind	Legitimacy	
		Unanimity	Internal validity		
Door in the face	Asch	Milgram			Informational influence

Implicit norm	Social proof		External validity	Asch	
					Disobedient confederates
	Hofling		Langer	Uniform	
Consistency	Informed consent	Milgram			Committment

Sherif		Normative influence			Ecological validity
	Social conflict		Buffers		Milgram
		Compliance	Asch		
Langer		Legitimacy		Cialdini	Internal validity

		Commitment		Implicit norm	Reciprocity
Unanimity			Social proof	Milgram	
		External validity	Legitimacy		
Informational influence	Asch	Moscovici			Foot in the door

Cialdini	Internal validity		Internalisation	Ecological validity	
					Disobedient confederates
	Milgram		Baumrind	Door in the face	
Compliance	Uniform	Hofling			Consistency

Implicit norm	An unwritten or unspoken rule that regulates group behaviour
Compliance	A change in public behaviour without a corresponding change in private beliefs
Internalisation	A change in private beliefs as a result of social influence
Unanimity	A feature of majority behaviour that increases conformity
Sherif	He studied conformity using an optical illusion
Consistency	A feature of minority behaviour that increase minority influence
Moscovici	He used coloured slides in some of his experiments
Normative influence	A process that causes behaviour to change because people want to fit in
Informational influence	A process that causes behaviour to change because people want to be correct
Foot in the door	A technique for obtaining compliance by following a small request with a larger one
Cialdini	He identified six principles for getting people to comply with requests
Langer	She studied compliance using a photocopier
Commitment	Because of this, people who start to comply find it difficult to stop
Door in the face	A technique for obtaining compliance by starting with an unreasonably large request
Milgram	He showed that 65% of people would seriously hurt a stranger
Hofling	He carried out a field study in a hospital
Buffers	These shield people from the results of their destructive actions
Legitimacy	An authority that lacks this is unlikely to be obeyed
Disobedient confeds	These produced the lowest level of obedience in the Milgram study
Ecological validity	A study may lack this if the setting or task is unrealistic
Internal validity	A study has this if you measured what you intended to measure
External validity	This relates to whether you can generalise your study's findings
Informed consent	A researcher has this if PPs are told what will happen to them in a study
Baumrind	She criticised the ethics of Milgram's research
Uniform	The presence of absence of this was Bickman's IV
Social conflict	Minorities influence majorities by causing this
Asch	His studied normative influence using a visual task
Social proof	Milgram studied the effect of this by getting people to look up in the air
Reciprocity	Because of this, people feel compelled to return a favour

