

SECTION A

Social Psychology

Answer ALL questions. Write your answers in the spaces provided.

- 1 In your studies of social psychology, you will have learned about Milgram's research into obedience.

(a) Describe the results of Milgram's ordinary man gives orders (Experiment 13) study.

(2)

It was found that only 25% of the participants continued administering shocks beyond 300 volts level; and only 20% administered shocks upto the maximum limit of 450 volts.

DO NOT WRITE IN THIS AREA

DO NOT WRITE IN THIS AREA

DO NOT WRITE IN THIS AREA



- (b) Explain **one** strength and **one** weakness of Milgram's ordinary man gives orders (Experiment 13) study.

(4)

Strength

One strength was that the procedure was highly standardised. The same instructions regarding how the shocks should be given in increasing intensity were given to each participant and reiterated several times during the course of the study. This increased the reliability of findings.

Weakness

One weakness was that the ordinary man may have attained derived authority from the experimenter. Since the experimenter gave the initial description of the experiment to the participants, they may have perceived the ordinary man to have been entrusted authority by the experimenter. Thus, they may have not perceived him as ordinary, decreasing internal validity of findings.

(Total for Question 1 = 6 marks)

DO NOT WRITE IN THIS AREA

DO NOT WRITE IN THIS AREA

DO NOT WRITE IN THIS AREA



DO NOT WRITE IN THIS AREA

DO NOT WRITE IN THIS AREA

DO NOT WRITE IN THIS AREA

2 In your studies of conformity, you will have learned about factors affecting conformity.

(a) Explain **one** reason why individual differences (personality) can affect conformity.

(2)

One reason is that conformity is affected by the personality factor of locus of control. It is found that those having an external locus of control are more likely to obey as they believe that their decisions are controlled by other people. For example, they might colour their hair in the same way as their friends because they believe that how they should appear is decided by their friend group.

(b) Explain **two** reasons why culture can affect conformity.

(4)

One reason is that cultures can differ with respect to individualism and collectivism. In collectivist cultures, conformity is strongly valued. For example, in Japan, the concept of 'wa' emphasises on group harmony. However, in individualistic cultures, conformity is discouraged. For example, in the USA, 'entrepreneurial spirit' is encouraged which encourages individuals to pursue their own work ideas.

Another reason is that norms are directly enforced in certain cultures. These cultures, therefore, show greater conformity. For example, in a culture like India, children are directly instructed to obey their elders and show respect towards them through some mannerisms like touching their feet.

(Total for Question 2 = 6 marks)



- 3 Archie had just started walking his dog in his local village when a police officer stopped him. The police officer told Archie that there had been a chemical gas leak and that all residents in the village must go home, close their windows, and remain inside.

Archie cancelled his plan to walk the dog and rushed home. He checked all his windows were closed. He did not leave his house until the police sent a message to all residents giving them permission to go outside again.

Describe why Archie is obedient and follows the instructions of the police officer.

Archie must have perceived the police officer to be a legitimate authority figure. The police officer must have been wearing and carrying some signs of authority, such as he must be wearing a uniform. This must have reminded Archie that he has the legitimate authority to order him to go home and so forth. Also, there was proximity between Archie and the police officer. That is, the officer directly approached Archie face to face; and there was no physical or psychological barrier between them. So, the perception of legitimate authority and lack of distance between Archie and the officer must have caused him to obey.

(Total for Question 3 = 4 marks)

DO NOT WRITE IN THIS AREA

DO NOT WRITE IN THIS AREA

DO NOT WRITE IN THIS AREA



DO NOT WRITE IN THIS AREA

DO NOT WRITE IN THIS AREA

DO NOT WRITE IN THIS AREA

BLANK PAGE



- 4 Silla was investigating majority influence and used a questionnaire with closed-ended questions to gather data about group behaviour. She totalled the scores for each respondent to show how likely they were to conform to a majority. A score of 0 indicated the respondent was very unlikely to conform, and a score of 10 indicated the respondent was very likely to conform.

The results of Silla's investigation are shown in **Table 1**.

Respondent	Score for conformity (out of 10)
A	6
B	7
C	3
D	8
E	1
F	4
G	3
H	9
I	2
J	3

**Table 1**

DO NOT WRITE IN THIS AREA

DO NOT WRITE IN THIS AREA

DO NOT WRITE IN THIS AREA



DO NOT WRITE IN THIS AREA

DO NOT WRITE IN THIS AREA

DO NOT WRITE IN THIS AREA

- (a) Calculate the ratio of respondents scoring less than five to those scoring over five.

You must give your answer in its lowest form.

(1)

Space for calculations

Number of respondents scoring less than 5 = 6

Number of respondents scoring more than 5 = 4

Therefore, ratio = 6:4

Reducing by common factor 2, lowest form = 3:2

Ratio 3:2

- (b) Calculate the mean score for the data from all respondents in **Table 1**.

You **must** give your answer to **one** decimal place.

(1)

Space for calculations

Total Scores =  $6+7+3+8+1+4+3+9+2+3 = 46$

Count of Scores = 10

Therefore, mean =  $46/10$

Mean 4.6

(Total for Question 4 = 2 marks)



P 7 2 1 4 6 A 0 1 1 2 4

- 5 Assess how well research into conformity has developed our understanding of social influences on human behaviour.

(8)

Research into conformity has notably comprised of the classic line-experiment by Asch on the influence of social pressure by the majority on decision-making; and its variations. In the original experiment, participants were shown 3 comparison lines and a standard line. They had to decide and respond aloud with which of the 3 lines matched the length of the standard line. The task had been manipulated such that a group of assistants whom the participant thought were genuine participants like them answered the question before them. The assistants deliberately chose the wrong comparison line as the answer on several trials, despite the right answer being obvious, to pressurise the genuine participant to conform and give the wrong answer too. Results showed that as many as 75% of participants conformed at least once with the answer by the majority. This was interpreted as showing that conformity is a common human behaviour. In the variation studies, the same paradigm of the experiment was followed but some changes were made to manipulation of the independent variable. For example, in one variation, unanimity of the majority was broken by having one assistant dissent from the rest of the group. It was found that breaking unanimity did decrease conformity. However, the basic findings remained the same as the original experiment in every variation.

DO NOT WRITE IN THIS AREA

DO NOT WRITE IN THIS AREA

DO NOT WRITE IN THIS AREA



DO NOT WRITE IN THIS AREA

DO NOT WRITE IN THIS AREA

DO NOT WRITE IN THIS AREA

Research into conformity has credibly established that conformity is a strong social influence on behaviour. All experiments by Asch have been true experiments that have manipulated social pressure, establishing cause-effect relationships between pressure and conformity. For example, in the original experiment, pressure was deliberately manipulated by having the assistants give incorrect answers before participants could respond, showing that the responses given by assistants were the cause for incorrect responses of participants. Also, the procedure of all experiments was highly standardised. For example, the basic paradigm always consisted of having a group that had to look at several lines and compare them, participants turn to respond would come after most others had answered, there were always 3 comparison lines (A, B and C) to be compared with one standard line, etc. This increased the reliability of findings.

However, our understanding of how conformity works with real-life tasks and in real-life situations is still not clear because these experiments have sacrificed ecological validity for internal validity. In the real world, conformity involves like maintaining cues, eating and dressing like others in one's social group, etc. The task of distinguishing lines had no resemblance to these real-world instances of conformity. Further, only male participants were included in Asch's experiments, which reduces generalisability of the large extent of conformity found to the female population. It is possible that women could be even more conforming than men, but how much social influence determines they're behaviour can be verified only if studies are performed with them.

(Total for Question 5 = 8 marks)

**TOTAL FOR SECTION A = 26 MARKS**

P 7 2 1 4 6 A 0 1 3 2 4

Whatsapp : +919892507784 for psychology classes

E-mail : [jyotika@excellingpsychology.com](mailto:jyotika@excellingpsychology.com) for other queries

---

*Lesson prepared by:*

Jyotika Varmani (M.A. Psychology Honours, NET, SET, PGDHE)

CIE A-levels Psychology Teacher - Modern College, Mauritius

CIE A-levels Psychology Subject Expert - Podar International, Mumbai

8+ years experience in private tutoring for CIE, IB, AQA, Edexcel Psychology

Owner of 'Excelling Psychology' online

Visit Jyotika Varmani's complete profile at -

<https://www.teacheron.com/tutor-profile/1KH>

