

Social influence 1 – MARK SCHEME

1 [AO1 = 4]

- (a) D
- (b) C
- (c) B
- (d) A

[Total 4 marks]

2 [AO3 = 2]

One strength of conducting research in a laboratory is that it allows the experimenter to control the variables, such as group size and difficulty of the task. This manipulation of the IV allows conclusions to be drawn about cause and effect, and what the variables are that influence conformity. One mark for identification of the strength and a further mark for elaboration.

[Total 2 marks]

3 [AO3 = 4]

There are several reasons why people obey:

- Presence of legitimate authority
- Authority takes responsibility for consequences
- Gradual commitment
- Personality factors (eg authoritarian personality)
- Being in the agentic state
- Situational factors (eg role of buffers).

For each explanation, 1 mark for a basic answer and a further mark for elaboration. For example, one reason people obey is due to gradual commitment (1 mark). This is where you are told to do something small and gradually the orders become more extreme but by then you can't say no (further mark for elaboration).

[Total 4 marks]

4 [AO3 = 6]

Students may refer to one methodological and one ethical issue, or two ethical or two methodological issues.

There are a range of ethical issues that can be considered during the experiment.

- Protection from harm – participants were clearly distressed.
- While participants were in fact given the right to withdraw initially it was made very difficult for them to do so during the experiment. Students can only gain credit for right to withdraw if this is explained.

- Deception – participants were deceived at several stages of the study
- Informed consent – because of deception, participants were unable to give their full informed consent.
- Socially sensitive research eg the obedience alibi and the ‘Germans are different’ hypothesis are also creditworthy.

One mark for identification of the issue and a further 2 marks for elaboration.

The methodological issues can relate to the fact that this was an experiment, so it could be said to lack external validity as well as internal validity. In Milgram's early versions he only used male participants, thus population validity is an issue. Any relevant methodological issue can be credited.

One mark for identification of the issue and a further 2 marks for elaboration.

[Total 6 marks]

5 [AO1 = 2]

There is one mark for identification of a relevant reason and a further mark for elaboration of the reason. Possible reasons why people resist the pressure to conform might include:

- Individual differences – people with high self-esteem or no need for social approval are less likely to go along with the group.
- Cultural factors – individuals from societies that stress the importance of personal determination (e.g. individualistic cultures) are more likely to resist the pressure to conform than those from collectivist societies.
- Presence of allies – if there is another person who also disagrees, it is easier for the individual to resist the group pressure.
- The composition of the group – if the people in the group are perceived to have less knowledge than the individual (or low status) it is easier to resist the pressure.

Any other relevant response can receive credit.

[Total 2 marks]

6 (a) [AO1 = 3]

1 mark for each of the following:

- Consistency
- Commitment
- Flexibility/non-dogmatic

Credit other relevant behaviours e.g. building up idiosyncrasy credits; appearance of objectivity; certainty of correctness/knowledgeable, creating cognitive conflict, showing self-sacrifice/augmentation, persistence, identification with the minority.

(b) **[AO2 = 3]**

1 mark for relevant application of each characteristic (no need to name again here but must be the behaviours identified in part (a) for credit).

If correct answer to part (a) then application must relate to behaviour named in part (a) for credit in part (b).

If incorrect answer to part (a) then can credit application in part (b) if a relevant, correct behaviour is named as part of the application.

If no answer to part (a) then can credit application in part (b) if a relevant, correct behaviour is named as part of the application.

Possible applications:

- Marcus could show consistency by keeping on repeating the same message about how great it would be to go travelling
- Marcus could show commitment by explaining how he is taking time and working hard to plan the travelling trip and saving for the trip
- Marcus could show flexibility by listening to the others and agree to going on a beach holiday at the end of the travelling trip

The application must relate explicitly to the content of the stem.

Credit other relevant applications.

[Total 6 marks]