**PSYCHOLOGY STEP UP TO POST 16 CHALLENGE**

**Minimum Subject Entry Requirements:** GCSE 5+ in Maths and 5+ in GCSE Psychology (if studied)

To complete all the 4 challenges, you need to follow the link below:
https://www.physicsandmathstutor.com/psychology-revision/a-level-aqa/social-influence
Click on Social Influence Notes – AQA Psychology A level

**Challenge 1**
Read Part 1: Types of conformity and Explanations for Conformity and answer the following questions:
- Define conformity
- Identify and explain the 3 types of conformity. You also need to give an example (you can NOT use the one from the notes – they have to be your own examples!)
- Identify and explain the 2 explanations of conformity.

Read Part 2: Variables affecting conformity: group size, unanimity and task difficulty as investigated by Asch and then watch the video clip on his famous conformity experiment.
- Once you have read the chapter and watched the video clip answer the following questions. [https://www.youtube.com/watch?v=NyDDyT1IDhA](https://www.youtube.com/watch?v=NyDDyT1IDhA)
- How many participants took part in the study?
- What is a confederate?
- What % of participants conformed at least once in the critical trials?
- What were some of the different reasons why the participants said they conformed?
- What happened when Asch gave the participant a partner who gave the right answer?
- Did participants feel that the partner was influential in the answer they gave?

**Challenge 2**
Read Part 3: Conformity to Social Roles, as investigated by Zimbardo and then watch the documentary on Zimbardo’s famous study on conformity to social roles.
- Answer the following questions once you have watched the documentary on the following link: [https://www.youtube.com/watch?v=yUZpB57PfHs](https://www.youtube.com/watch?v=yUZpB57PfHs)
- How many participants took part?
- Where did the experiment take place?
- What happened to the prisoners before the experiment started, that they were not aware was going to happen?
- How long was the experiment scheduled to last and how long did it actually last?
- How did the guards try and keep control over the prisoners?
- What happened on the second day and how did the guards react?
- Which prisoner refused to eat his sausages and what happened because of this?
- According to Zimbardo what was stronger than the individual?
- What did the guards feel about the experiment afterwards?
- What did the prisoners feel about the experiment afterwards?
- Zimbardo is often criticised for the harm he caused to the participants. What did he do after the experiment and did he find any long lasting emotional damage to the participants?
- What factors affects behaviour according to Zimbardo?
Challenge 3
Part 5: Variables affecting Obedience including Proximity, Location and Uniform, as investigated by Milgram
- Watch the video and answer the following questions:
  - [https://www.physicsandmathstutor.com/psychology-revision/videos/milgram-experiment/](https://www.physicsandmathstutor.com/psychology-revision/videos/milgram-experiment/)
  - What did the participants think the experiment was about?
  - Which role was the genuine participant assigned?
  - What happened every time the learner made a mistake?
  - What happened if the participant asked to stop?
  - What percentage of participants went to 300V?
  - What percentage of participants went to 450V?
  - Why were American’s horrified by the results?

Read Part 4: Explanations for Obedience: Agentic State, Legitimacy of Authority, and Situational Factors and answer the following questions:
- What is an agentic shift?
- In Milgram’s study what made participant’s believe that the experimenter had legitimate authority?
- What are the 3 situational factors that affect obedience levels and how do they affect obedience levels?

Challenge 4
Part 9: The role of Social Influence Processes in Social Change and complete the questions below:
- The minority group manages to persuade the majority to adopt their point of view by being what?
- What is the snowball effect?
- Using resources from a variety of websites you need to choose a minority group that has brought about change within our society. You cannot use the example of the suffragettes as that is the example used below and there is only a brief example of what you need to do, so you need to add much more detail:
  - Identify a minority group – e.g. the suffragettes
  - Explain what they wanted to change within society e.g. Votes for women
  - Explain how this minority group would get their message across to the majority e.g. protests, hunger strikes, chaining themselves to rails etc.
  - When and what changed as a result of this minority group e.g. 1918: Women get the vote for the first time

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