**Social influence checklist**

|  |  |  |
| --- | --- | --- |
|  | **I have notes on this.** | **I can do this.** |
| **Types of conformity** |  |  |
| * Define conformity (majority influence), and identify how it differs from obedience.
 |  |  |
| * Define the three different types of conformity: internalisation, identification and compliance, and explain the differences in depth of conformity between each.
 |  |  |
| * Outline the ‘two-process explanation’ for conformity: informational social influence and normative social influence, and explain which type of conformity each is more likely to link to and why.
 |  |  |
| * Be able to identify examples of differing types of conformity in real-life situations.
 |  |  |
| * Explain in detail, and evaluate Asch’s (1952) ‘line study’ (evidence for normative social influence).
 |  |  |
| * Outline and evaluate variations of Asch’s original experiment, which demonstrated the effects of: group size, unanimity and task difficulty on levels of conformity.
 |  |  |
| * Outline and evaluate Sherif’s (1935) ‘autokinetic effect’ study, and Lucas’ (2006) classroom study (evidence for informational social influence).
 |  |  |
| * Evaluate the ‘two-process explanation’ of conformity.
 |  |  |
| **Conformity to social roles** |  |  |
| * Explain the theory of conforming to social roles
 |  |  |
| * Explain in detail Zimbardo’s (1973) Stanford Prison Experiment
 |  |  |
| * Evaluate Zimbardo’s experiment (including ethical issues).
 |  |  |
| **Obedience** |  |  |
| * Define obedience, and identify how it is different to conformity.
 |  |  |
| * Explain in detail, and evaluate, Milgram’s (1963) ‘shock’ experiment.
 |  |  |
| * Outline and evaluate Hofling et al. (1966) ‘nurses’ obedience study as a counter to problems with ecological validity with Milgram’s study.
 |  |  |
| * Outline the explanations for obedience as identified by Milgram (agentic state, gradual commitment, the role of buffers and legitimacy of authority), and link each to examples in his experiment.
 |  |  |
| * Explain the situational variables that can affect levels of obedience as investigated in variations of Milgram’s original experiment (proximity, location, ally and uniform).
 |  |  |
| * Outline and evaluate the dispositional explanation for obedience (authoritarian personality).
 |  |  |
| **Resisting social influence** |  |  |
| * Outline the factors that increase the likelihood of someone resisting social influence, and remaining independent (personality factors, including high ILOC and high self-esteem, the presence of allies and gender).
 |  |  |
| * Explain Zimbardo’s concept of ‘social heroism’.
 |  |  |
| **Minority influence** |  |  |
| * Define the term ‘minority influence’.
 |  |  |
| * Outline, and evaluate, Moscovici et al. (1969) research into minority influence.
 |  |  |
| * Outline the characteristics of successfully influential minorities (consistency, non-dogmatic, flexible and committed).
 |  |  |
| **Social change** |  |  |
| * Outline the applications of research into social influence to resisting social change.
 |  |  |