

# SOCIAL PSYCHOLOGY

## SOCIAL INFLUENCE

THE ROLE  
OF THE  
MINORITY

FOR EXAM IN 2014



Nelson Mandela



Maria Montessori



Suffragettes

SOCIAL  
CHANGE



Rosa Parks

INDEPENDENT  
BEHAVIOUR

# Social Influence

## Unit 2 PSYA2 Social Psychology

Candidates will be expected to:

- develop knowledge and understanding of concepts, theories and studies in relation to social psychology
- develop skills of analysis, evaluation and application in relation to social psychology
- develop knowledge and understanding of research methods associated with these areas of psychology
- develop knowledge and understanding of ethical issues associated with these areas of psychology.

Knowledge and understanding of research methods should be developed through:

- undertaking practical research activities involving collection, analysis and interpretation of qualitative and quantitative data
- Analysis and evaluation of studies relevant to the content for each area of psychology in this unit.

Social Psychology - Social Influence	
Social influence	<ul style="list-style-type: none"><li>• Conformity (majority influence) and explanations of why people conform, including informational social influence and normative social influence</li><li>• Types of conformity, including internalisation and compliance</li><li>• Obedience to authority, including Milgram's work and explanations of why people obey</li></ul>
Social influence in Everyday life	<ul style="list-style-type: none"><li>• Explanations of independent behaviour, including locus of control, how people resist pressures to conform and resist pressures to obey authority</li><li>• How social influence research helps us to understand social change; the role of minority influence in social change. <b>Include topical issues: eg. environmental behaviour: recycling, not smoking in buildings</b></li></ul>

There will be three compulsory structured questions, one based on the Biological Psychology content; one based on the Social Psychology content and one based on the Individual Differences content. Questions include short answer, stimulus material and one or more 12-mark questions.

Social Influence

Conformity (majority influence) and explanations of why people conform, including informational social influence and normative social influence