

SOCIAL INFLUENCE

A KEY CONCEPTS

1	Conformity <i>Pages 92-93</i>	Yielding to group pressure. This involves changing how you think and behave in order to fit in with a group. People conform in different ways. Pressure could be related to bullying or criticism.
2	Collective and crowd behaviour <i>Pages 93</i>	Collective – the behaviour of two or more individuals acting together or collectively. Crowd behaviour – a group of people who come together for a common purpose e.g. a protest.
3	Obedience <i>Page 93-94</i>	Obedience is following orders from someone we perceive to have more authority than we do such as following the orders of parents or teachers.

B The effects of situational factors

4	Majority influence <i>Pages 94-95</i>	Normative conformity – where people yield to group pressure because they want to fit in and do not want to be rejected. Informational conformity – people conform because they want to be seen as correct and so follow the lead of others.
5	Collective and crowd behaviour <i>Pages 95-96</i>	LeBon suggests that in crowds people work together on instinct and without considering their own behaviour which can lead to violence and acting in a way they would not normally do. Reicher suggests crowd act under common social identity meaning they all share a similar background, culture and interest or come from a similar area. Deindividuation – when people are in a crowd and lose their sense of individuality and feel more anonymous.
6	Culture <i>Pages 96-97</i>	Children in collectivist cultures (raised to help out and support the group) are more likely to demonstrate prosocial behaviour than children raised in individualistic cultures (raised to compete to succeed).
7	Authority figures <i>Pages 97-100</i>	Milgram found people are more likely to obey orders from a figure of authority. Agency theory – where an individual does not feel responsible for their actions as they are acting as an 'agent' of an authority figure.
8	Criticisms of situational factors <i>Pages 100-101</i>	<ul style="list-style-type: none"> • Theory ignores the role of free will to make decisions about our behaviour • Deindividuation does not always lead to violence • Not everyone conforms in the same way • Theories are reductionist as they fail to consider individual differences
9	Bickman AO1 <i>Pages 102-104</i>	Bickman carried out a field experience to see the effects of a uniform on obedience. There were 3 experiments conducted (see textbook) to see the legitimacy of authority a uniform had, They concluded that wearing a uniform gives people more influence over others behaviour, the more status a uniform is perceived to have then the more power it gives.
10	Bickman AO3	<ul style="list-style-type: none"> • Participants were selected by opportunity sampling • Research is culturally biased • Ethics – participants did not know they were being studied. • There was gender bias

C The effect of dispositional factors on behaviours

11	Self-esteem on conformity <i>Pages 105</i>	Someone with a low self esteem is more likely to conform due to lack of belief on their own ability whereas someone with high-esteem is more likely to have confidence in their views and beliefs. Informational conformity can be explained by low self-esteem.
12	Locus of Control in Crowds <i>Pages 106</i>	Internal LOC: believe that they have control over their own decisions or behaviours. External LOC: believe they have little control over own lives and behaviour. LOC is on a continuum. People with internal LOC are less likely to conform than people with external LOC
13	Effect of Morality <i>Pages 107-107</i>	Langdon suggests that antisocial behaviour is more likely to happen in the second stage of moral development. When people move onto the next stage, they are more likely to behave in more prosocial ways.
14	Influence of the brain <i>Pages 108</i>	People with low self esteem have reduced grey matter in the hippocampus. Association with damage in the prefrontal cortex and faulty moral reasoning.
15	Effect of authoritarian personality on obedience <i>Pages 108-109</i>	Authoritarian personality – a personality type that is very obedient to authority. Adorno suggest people with this personality see the world in black and white, offer blind obedience to people of higher authority, see people with lower authority as weaker and inferior and they are very conformist.
16	Criticisms of dispositional factors <i>Pages 109</i>	<ul style="list-style-type: none"> • Focus too much on the individual so can't generalise • Dispositional factors are reductionist - ignore influence of others • Kohlberg's theory of moral development is not generalisable • Locus of control is flexible depending on the situation
17	NatCen et al. – AO1 <i>Pages 110-112</i>	Study aimed to examine the triggers of the 2011 riots. The study found that decisions to get involved were based on what the young people thought was right or wrong and whether the benefits outweighed the risks.
18	NatCen et al. – AO3 <i>Pages 113</i>	<ul style="list-style-type: none"> • Peoples memory of events is not always accurate • Social desirability may have affects results • Participants may have mistrusted authority which affected answers • Difficult to recruit participants meaning its hard to generalise

D Application

19	Minority influence effects social change <i>Pages 114-115</i>	Message put forward needs to be consistent, show commitment, and must be persuasive. Campaigns must feature these elements in order to lead to social change.
20	Majority influence affects social change <i>Pages 115</i>	Many mental health charities aim to reduce stigma of mental illness through campaigns. The majority can help change the minorities beliefs or attitudes by getting them to conform to the group norm and internalise the beliefs and behaviour rather than just complying.