

Types of Conformity	1	Conformity is a change in what ____ as a result of what ____ from other people or groups	
	2	Who first gave different levels to conformity? What are the three levels and what at the names of these levels?	
	3	What is We value membership of a group so we will conform to their behaviour or ideas to be a part of the group. Even if we don't fully agree	
	4	What is the deepest level of conformity, personal opinions genuinely change to match the group. This is a permanent change in beliefs	
	5	What is agreeing with the group but keeping personal opinions. Results in a temporary change in behaviour	
	6	Explaining conformity in cases where the correct answer is unclear and we look for guidance because we want to be correct is called.	
	7	Explaining conformity in cases in which the individual want to appear "normal" because they want approval is called. What type does it often result in?	
	8	Who tested conformity by getting participants to say line length in groups of fake participants who gave the wrong answer. What explanation was tested for?	
	9	What reason did the participants give for choosing the incorrect line when interviewed later on?	
	10	Why could the above study be criticised based on when it was conducted?	
	11	How did Jenness measure conformity?	
	12	What explanation was measured and why?	
	13	How could you criticise the Jelly bean study? Give an example of what you mean?	
	14	Define the term "confederate" in relation to a psychology experiment.	
	15	The above study only used male participants, problematic as the results may not be _____ to females, who potentially could be more or less conforming. Which Bias?	
Asch and Zimbardo	16	How many confederates in Asch's original study and What was the conformity rate on the trials? How many conformed at least once?	
	17	Name the three variations	
	18	What happens to conformity when the length of the lines is made closer? And why?	
	19	What % of participants conformed with 1, 2 and 3 confederates?	
	20	What type of students were used as participants in Perring and spencer's replication? And what happened?	
	21	What type of questions did Rosander ask participants on Facebook, what was found?	
	22	Participants in Asch's study may have figured out what study was about and acted in a way they thought the experimenter wanted to see. What is this called?	
	23	What university was Zimbardo's prison study held? How did Zimbardo get his sample of participants and what is this sampling method called?	
	24	What did Zimbardo argue that the prisoners conformed to? And How long after the start of the experiment did the prisoners revolt?	
	25	What was the film the most aggressive guard may have based his aggressive personality on. Why is this a problem?	
	26	Why was the study cancelled?	
	27	Reicher and Haslam replicated Zimbardo's study for who?	
	28	What proportion of the guards in the study were excessively aggressive.	
	29	What about American prisons today may mean that Zimbardo's study may have failed	
	30	Zimbardo and Asch only used males in his study, findings have been applied to women when they could have responded differently if included. What type of Bias is this?	
Milgram.	31	What exactly was Milgram researching, and why was he researching this?	
	32	Milgram: How many participants, Gender, sampling method, Stated aim of the experiment. Roles of two confederates. (6 words)	
	33	When were the fake shocks delivered, what was the highest level of shock, and what happened at 300v?	
	34	What did the experimenter do if the participant refused to continue?	
	35	State 3 result percentages.	
	36	Who carried out a study in this area in the real world. Who were the participants, where was it set, who asked, what was given (9 words)	
	37	Who investigated this area by asking participants to shock/ kill a puppy, what were the two finding percentages.	
	38	Give an ethical positive and negative and the process of weighing these factors when deciding if a study should be conducted.	
	39	State the three variations Milgram made to his experiment.	
	40	Briefly describe one variation and give result %	
	41	Briefly describe another variation and give result %	
	42	Briefly describe another variation and give result %	
	43	Who investigated how experimenters were dressed on the streets of New York? what did they ask participants to do, Give the outfits and %'s.	
	44	Why would we criticise the validity of the task Milgram used?	
	45	How many participants when contacted in a follow up questionnaire said they were pleased to have participated? What does this suggest?	

Explanations for obedience	46	Define the Agentic state.	
	47	What is the opposite to the Agentic state and define it.	
	48	Which individuals should be obeyed according to legitimacy of authority? And how is this leant?	
	49	Why do more people accept the idea of legitimacy of authority?	
	50	How does Blass and Smitt demonstrate legitimacy of authority?	
	51	Give a real world example of Agentic state.	
	52	Who created the scale that measures extreme obedience, and what is the scale called and what was the original reason for his research?	
	53	Milgram said that everyone was capable of extreme obedience, What did this researcher say about those people who had extreme obedience?	
	54	When did he study personality, How did he study personality and how many Americans did he use to create his scale?	
	55	What was one of the 9 factors he measured, and what does it mean?	
	56	Who did people who scored highly respected who? And who did they dislike?	
	57	In what two ways did these people get their obedient personality? What happened to anger?	
Resistance to social influence	58	What did Elmes and Milgram find when they interviewed participants from the first 4 Milgram studies?	
	59	Why did Altemayer make a new scale, and what did he find correlated with a high score on his right wing authoritarian scale?	
	60	Why may the “Authoritarian personality” theory be politically bias?	
	61	What is social support and what does it increase within us?	
	62	Give three ways seeing others be disobedient help us to resist social influence pressures.	
	63	Who explained that a person has a sense of control over their lives, measured on scale, what is it called and what is the range.	
	64	If someone thinks that their actions control their lives and they have responsibility they have what?	
	65	Describe the opposite state.	
	66	Where do most people score?	
	67	Who is though to be most able resist conformity and obedience?	
	68	In Hollands replication of milgram, give the % of both groups who refused to continue to highest shock	
	69	What does this suggest about the scale.	
Minority influence & social change	70	What variation of Asch links to the idea of social support and briefly describe the variation.	
	71	What did conformity drop from and to in the above study.	
	72	Who created a variation to this study, what was special about the non-conforming confederate and what did it show?	
	73	How many participants refused to give the full shock in Milgram?	
	74	How many people did not conform in a single critical trial in Asch?	
	75	Why may Zimbardo’s prison study be seen as supporting the idea of resisting social influence?	
	76	How do minorities attempt to change the majorities view, and what does it lead to?	
	77	Minority beliefs start out convincing the majority slowly, but builds speed. Called? And what happens to the minority view?	
	78	What is the behaviour called where the minority repeats the same message over time? What happens to the message if it is repeated?	
	79	What is the behaviour called were the minority shows it is willing to suffer for its views? What else is this called? And what does the majority do?	
	80	What is the behaviour called were the minority will adapt to not sound dog-matic? What do they need to listen to?	
	81	Which two behaviours seem to conflict?	
	82	Who showed 36 slides to groups of participants with two confederates, what % of participants agreed with the consistent minority at least once?	
	83	Who showed 36 slides to groups of participants with two confederates, what % of participants agreed with the consistent minority at least once?	
	84	In the inconsistent condition how many participants agreed with the minority at least once,	
	85	Which aspect of minority influence was Nemeth investigating? What was the confederate minority arguing for?	
	86	What is the term that refers to the effect that individuals who held old views, refuse to admit to them, or give credit to minorities for changing them?	
	87	Who are more likely to change our views on an issue? And give three characteristics of people who fit that definition.	
	88	Who are powerful enough to bring about social change quickly, and how do they do it?	
	89	What topic did mass et el investigate for minority influence? And who had the best success in convincing the majority?	
	90	Give 3 examples of minority views that have new became majority views due to social change processes.	

Types of Conformity	1	Conformity is a change in what ____ as a result of what ____ from other people or groups	Behaviour, Pressure
	2	Who first gave different levels to conformity? What are the three levels and what at the names of these levels?	Kelman, [Shallow - Compliance], [Intermediate - Identification], [Deep - Internalisation]
	3	What is We value membership of a group so we will conform to their behaviour or ideas to be a part of the group. Even if we don't fully agree	Identification
	4	What is the deepest level of conformity, personal opinions genuinely change to match the group. This is a permanent change in beliefs	Internalisation
	5	What is agreeing with the group but keeping personal opinions. Results in a temporary change in behaviour	Compliance
	6	Explaining conformity in cases where the correct answer is unclear and we look for guidance because we want to be correct is called.	Informational social influence, Internalisation (Deep)
	7	Explaining conformity in cases in which the individual want to appear "normal" because they want approval is called. What type does it often result in?	Normative social influence, Compliance (Shallow)
	8	Who tested conformity by getting participants to say line length in groups of fake participants who gave the wrong answer. What explanation was tested for?	Asch, NSI
	9	What reason did the participants give for choosing the incorrect line when interviewed later on?	To avoid rejection.
	10	Why could the above study be criticised based on when it was conducted?	Lacks temporal validity, conducted in 1960's America when conformity was highly valued due to McCarthy era politics of the time. People may be less conforming now.
	11	How did Jenness measure conformity?	asking participants to guess jelly beans alone and in groups. Found guesses would move closer to the group in second alone guess.
	12	What explanation was measured and why?	Informational social influence. Guesses were made alone, so not for acceptance.
	13	How could you criticise the Jelly bean study? Give an example of what you mean?	Lacks mundane realism, ISI may be different in the real world such as more or less likely to question the judgement of friends and workmates than strangers.
	14	Define the term "confederate" in relation to a psychology experiment.	The name for a member of an experiment who is working for the experimenter, who the participant thinks has a different role (i.e. another participant)
	15	The above study only used male participants, problematic as the results may not be _____ to females, who potentially could be more or less conforming. Which Bias?	Generalisable, Beta bias.
Asch and Zimbardo	16	How many confederates in Asch's original study and What was the conformity rate on the trials? How many conformed at least once?	7-9, 32%, 75%
	17	Name the three variations	Group Size, unanimity, task difficulty
	18	What happens to conformity when the length of the lines is made closer? And why?	Increases. Less certain about what is the correct length. ISI factors;
	19	What % of participants conformed with 1, 2 and 3 confederates?	3%, 13%, 33%
	20	What type of students were used as participants in Perring and Spencer's replication? And what happened?	Engineering, only one student conformed in 396.
	21	What type of questions did Rosander ask participants on Facebook, what was found?	Logic and general knowledge, participants would conform to incorrect responses. Even more so if difficult.
	22	Participants in Asch's study may have figured out what study was about and acted in a way they thought the experimenter wanted to see. What is this called?	Demand characteristics
	23	What university was Zimbardo's prison study held? How did Zimbardo get his sample of participants and what is this sampling method called?	Stanford, Newspaper advert, Volunteer.
	24	What did Zimbardo argue that the prisoners conformed to? And How long after the start of the experiment did the prisoners revolt?	Social Roles, 2 days.
	25	What was the film the most aggressive guard may have based his aggressive personality on. Why is this a problem?	Cool hand Luke. His behaviour may have been due to acting a role rather than a natural change due to the situation.
	26	Why was the study cancelled?	Concerns for mental health
	27	Reicher and Haslam replicated Zimbardo's study for who?	BBC
	28	What proportion of the guards in the study were excessively aggressive.	1/3
	29	What about American prisons today may mean that Zimbardo's study may have failed	Still aggressive
	30	Zimbardo and Asch only used males in his study, findings have been applied to women when they could have responded differently if included. What type of Bias is this?	Beta Bias
Milgram.	31	What exactly was Milgram researching, and why was he researching this?	Obedience to authority, response to the holocaust
	32	Milgram: How many participants, Gender, sampling method, Stated aim of the experiment. Roles of two confederates. (6 words)	40, Male, Volunteer, memory, Learner, experimenter.
	33	When were the fake shocks delivered, what was the highest level of shock, and what happened at 300v?	Wrong responses to memory questions. 450v, 300v =Learner refused to go on, after this stage no more noise.
	34	What did the experimenter do if the participant refused to continue?	Encouraged them to continue, phrases like "you have no other choice, you must go on".
	35	State 3 result percentages.	100% continued to 300v, 12.5% stopped at 300v, 65% continued all the way to 450v.
	36	Who carried out a study in this area in the real world. Who were the participants, where was it set, who asked, what was given (9 words)	Hofling, nurses, hospital, Dr Smith, unfamiliar drug at twice maximum.
	37	Who investigated this area by asking participants to shock/ kill a puppy, what were the two finding percentages.	Sheridan and King. 54% male, 100% female killed the puppy.
	38	Give an ethical positive and negative and the process of weighing these factors when deciding if a study should be conducted.	Harm to participants, Knowledge is a benefit to society, cost benefit analysis.
	39	State the three variations Milgram made to his experiment.	Proximity, Location, Uniform
	40	Briefly describe one variation and give result %	Distance between learner and teacher. When learner is in separate room 65%, learner in same room 40%, putting hand on shock plate 30%
	41	Briefly describe another variation and give result %	Place study conducted. Yale 65%, Office block in run down area 47.6%.
	42	Briefly describe another variation and give result %	Clothing of the experimenter. When switched with experimenter in normal clothing 20%
	43	Who investigated how experimenters were dressed on the streets of New York? what did they ask participants to do, Give the outfits and %'s.	Bickman, pay for parking meter or pick up trash. Obedience: Suit 19%, milkman 14%, Security Guard 38%.
	44	Why would we criticise the validity of the task Milgram used?	Not like a task individuals would experience in day to day life. (Lacks mundane realism)
	45	How many participants when contacted in a follow up questionnaire said they were pleased to have participated? What does this suggest?	84%, no long term psychological harm.

Explanations for obedience	46	Define the Agentic state.	A person believes that they don't have responsibility for their actions and they are they agent of an authority figure.
	47	What is the opposite to the Agentic state and define it.	Autonomous state, free from external control.
	48	Which individuals should be obeyed according to legitimacy of authority? And how is this leant?	People who are higher in the social hierarchy, socialisation.
	49	Why do more people accept the idea of legitimacy of authority?	People feel it is needed for society to function properly.
	50	How does Blass and Smitt demonstrate legitimacy of authority?	People who viewed recordings of Milgram's original study placed the responsibly with the experimenter not participant.
	51	Give a real world example of Agentic state.	Eichmann (Nazi in charge of death camps) claimed he was only following orders.
	52	Who created the scale that measures extreme obedience, and what is the scale called and what was the original reason for his research?	Adorno, F (fascism) scale, Anti-Semitism in WW2
	53	Milgram said that everyone was capable of extreme obedience, What did this researcher say about those people who had extreme obedience?	Psychological Disorder linked to personality
	54	When did he study personality, How did he study personality and how many Americans did he use to create his scale?	1950's, Questionnaires, 2000
	55	What was one of the 9 factors he measured, and what does it mean?	Authoritarian aggression. Punish people who break conventional rules.
	56	Who did people who scored highly respected who? And who did they dislike?	People with higher social status/ strong people. Disliked Weak
	57	In what two ways did these people get their obedient personality? What happened to anger?	Strict parenting, with harsh punishments. Displaced to minorities.
	58	What did Elmes and Milgram find when they interviewed participants from the first 4 Milgram studies?	Those who shocked to 450v scored higher on the F scale.
Resistance to social influence	59	Why did Altemayer make a new scale, and what did he find correlated with a high score on his right wing authoritarian scale?	Adornos original scale had Q's in one direction (response bias). Measures of prejudice
	60	Why may the "Authoritarian personality" theory be politically bias?	(Left bias) Suggests that individuals with conservative political views have a psychological disorder.
	61	What is social support and what does it increase within us?	Seeing other individuals resisting orders and the pressures to conform. Increases confidence
	62	Give three ways seeing others be disobedient help us to resist social influence pressures.	Disobedient Role model, alternate group to belong to, breaks unanimity, challenges legitimate authority of authority figure.
	63	Who explained that a person has a sense of control over their lives, measured on scale, what is it called and what is the range.	Rotter, Locus of control, High internal to High external
	64	If someone thinks that their actions control their lives and they have responsibility they have what?	A high internal locus of control.
	65	Describe the opposite state.	Controlled by external forces such as Fate, gov, others
	66	Where do most people score?	In the middle
	67	Who is though to be most able resist conformity and obedience?	Someone with a high internal LOC
	68	In Hollands replication of milgram, give the % of both groups who refused to continue to highest shock	37% Int LOC 23% Ext LOC
	69	What does this suggest about the scale.	People with an internal LOC seem to have more resistance.
	70	What variation of Asch links to the idea of social support and briefly describe the variation.	Unanimity, a confederate provided social support by giving the correct response.
	71	What did conformity drop from and to in the above study.	32% down to 5,5%
Minority influence & social change	72	Who created a variation to this study, what was special about the non-conforming confederate and what did it show?	Allen and Levine, Thick glasses, Same social support effect.
	73	How many participants refused to give the full shock in Milgram?	35%
	74	How many people did not conform in a single critical trial in Asch?	24%
	75	Why may Zimbardo's prison study be seen as supporting the idea of resisting social influence?	Many of the prison guards resisted the role of aggressive guard in the study.
	76	How do minorities attempt to change the majorities view, and what does it lead to?	Informational Social Influence, leads to internalisation
	77	Minority beliefs start out convincing the majority slowly, but builds speed. Called? And what happens to the minority view?	The snowball effect, improves its acceptability.
	78	What is the behaviour called where the minority repeats the same message over time? What happens to the message if it is repeated?	Diachronic consistency, seems more powerful
	79	What is the behaviour called were the minority shows it is willing to suffer for its views? What else is this called? And what does the majority do?	Commitment, augmentation principle, take the minority more seriously.
	80	What is the behaviour called were the minority will adapt to not sound dog-matic? What do they need to listen to?	Flexibility, valid counter arguments.
	81	Which two behaviours seem to conflict?	Consistently and flexibility.
	82	Who showed 36 slides to groups of participants with two confederates, what % of participants agreed with the consistent minority at least once?	Moscovici, 32%
	83	Who showed 36 slides to groups of participants with two confederates, what % of participants agreed with the consistent minority at least once?	Moscovici, 32%
	84	In the inconsistent condition how many participants agreed with the minority at least once,	1.25%
	85	Which aspect of minority influence was Nemeth investigating? What was the confederate minority arguing for?	Flexibility, low level of compensation for ski lift victim.
	86	What is the term that refers to the effect that individuals who held old views, refuse to admit to them, or give credit to minorities for changing them?	Social crypto amnesia
	87	Who are more likely to change our views on an issue? And give three characteristics of people who fit that definition.	In-groups. Age, Gender, educational level. Sexuality, class.
	88	Who are powerful enough to bring about social change quickly, and how do they do it?	Governments, by changing and enforcing laws
	89	What topic did mass et el investigate for minority influence? And who had the best success in convincing the majority?	Gay rights, Heterosexuals.
	90	Give 3 examples of minority views that have new became majority views due to social change processes.	Gay rights, women's suffrage, green policies.