Question 1 (13 marks)

Research by Milgram (1963) has shown the impact that authority has on our behaviour.

a) Outline the method and findings of Milgram’s study. (5 marks)

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| **Description** | **Marks** |
| Method any 3 of the following:  -Participants were 40 US males, aged between 20 and 50, gathered through volunteer sampling  -they were introduced to another participant, who was a confederate of the experimenter and a rigged allocation of either “learner” or “teacher”  - participants were all teachers and every time a “learner” got an answer wrong they were to administer a shock at increasing voltage to the learner.  - shocks ranged from 15 volts to 450 volts  - As the shocks increased they could hear the “learner” despair and ask to leave  -The “teacher” was prompted 4 times to continue by the researcher should thye have asked to stop  Findings any 2 of the following:  - 65% (two-thirds) of participants (i.e., teachers) continued to the highest level of 450 volts  - All participants went to 300 volts  *Accept any other relevant correct answer for findings* | 0-3  0-2 |

b) Explain two factors from Milgrims study that decreased obedience. (4 marks)

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| **Description** | **Marks** |
| **absent experimenter condition**  Obedience dropped by 20% if the experimenter in the room was wearing normal clothes  **social support condition**  The presence of others who are seen to disobey the authority figure reduces the level of obedience to 10%.  **touch proximity condition**  The teacher had to force the learner's hand down onto a shock plate when they refuse to participate after 150 volts. Obedience fell to 30%.  **change of location**  The experiment was moved to a set of run down offices rather than the impressive Yale University. Obedience dropped to 47.5%.  **lack of uniform**  If the experimenter wore everyday clothes instead of lab coats then obedience dropped by 20% | 1 – identify  1 - explain |

c) Evaluate Milgram’s study in regard to reliability and validity (2 marks)

Validity:

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| **Description** | **Marks** |
| low in ecological **validity** because the situation he put his participants through was not like obeying a real authority figure.  Or  Extraneous variables were controlled such as the number of prompts given and what the prompts said each time, the voltage that were written and the recorded responses from the learner and thus internal validity is high for the experiment | 0-2  0-2 |

Generalisability to the wider population:

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| **Description** | **Marks** |
| **Sample bias** - All Migram’s participants were **males, results may not be generalisable to females**  **Volunteer sampling method** – self-selected participants may not be representative of the wider population as there may be shared characteristics that people who put their hand up to be part of research share, which others in the general population do not share. | 0-2  Or  0-2 |

d) Compare the concepts of obedience and conformity. (2 marks)

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| **Description** | **Marks** |
| Conformity and Obediance are similar as they both show how an individual’s behaviour is influenced by other individuals or groups.  Obedience occurs when there is an authority figure that the individual allows to guide their behviour, whereas conformity is when there is no power difference, only the feeling of wanting to fit it with the group that changes the individuals behaviour | 1  1 |

Question 2 ` (6 marks)

Harold Kelley’s theory of causal attribution (1973) goes further than that of Heider in trying to explain how people make attributions. Kelly considered that people making attributions use three types of information. Identify and apply them to the below scenario.

Anoushka is watching her brother play football, she seems to be getting really riled up about some of the gameplay decisions her brothers team is making. Even the hardcore fans and the teams coach find the Anoushka’s passion for the game a little strange. Anoushka’s parents exchange a look, as Anoushka isn’t usually an angry person.

One:

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| **Description** | **Marks** |
| Consistency: the extent to which the person behaves like this every time the situation occurs. Consistency refers to the fact  Consensus: the extent to which other people behave in the same way in a similar situation.  Distinctiveness: the extent to which the person behaves in the same way in similar situations. | 1  1  1 |

Question 3 (6 marks)

Mahmood and Anoushka are in the triathlon team together. Mahmood has taken part in several races since starting the team 3 years ago, Anoushka has only recently joined and is going to be taking part in her first state championship in a couple of weeks. She has noticed that she cycles faster in training with her team rather than on her own. However, she is feeling like as the state championships approaches, she is getting more and more nervous which is impacting her performance. Mahmood seems to find the opposite; his performance times are getting quicker and quicker as the championship approaches.

a) Identify and describe the social psychology concept that applies to Mahmood (2 marks)

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| **Description** | **Marks** |
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b) Give an example from the scenario to justify your answer to (a) (1 mark)

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| **Description** | **Marks** |
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c) Identify and describe the social psychology concept that applies to Anoushka (2 marks)

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| **Description** | **Marks** |
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d) Give an example from the scenario to justify your answer to (c) (1 mark)

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| **Description** | **Marks** |
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**Question 4 (6 marks)**

Daniel and Susan both study ATAR Biology, both of them love the subject, Dan intends to study the subject at Uni, whereas Susan is going to study Chemistry. Both students tend to allow themselves to procrastinate a lot and leave revision to just before the exam, this makes them feel guilty when they get their results after each assessment as they know they both could have got better marks if they had worked harder.

a) Identify and define the psychological concept that both students are feeling. (2 marks)

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| **Description** | **Marks** |
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b) Identify the student that would feel the most guilt and justify your answer with psychological theory. (1 mark)

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| **Description** | **Marks** |
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b) Identify two methods that Festinger says will reduce these feelings of guilt. (2 marks)

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**Question 5**

a) Define the term group polarisation. (2 marks)

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| **Description** | **Marks** |
| this refers to the tendency among groups to assume positions that are far more extreme than the initial positions of the individual members of the group following a **group discussion with people who share the same view**. |  |

b) Identify three reasons why group polarisation occurs. (3 marks)

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| **Description** | **Marks** |
| * Social comparison theory * Persuasive argument theory |  |

**Question 6 (**

Shua has recently got a job at a cocktail bar in Leederville, he is an international school student from South Korea. He noticed that everyone in his new workplace cycled and ate a lot of vegan food. Francis hated exercise prior to his new job and ate a lot of fish and meat. As time went by Francis started to get more and more into making vegan food, which is something he never thought he would do but as time has gone by he has seen the benefit to how it has changed how his body feels and his energy levels have changed. Francis has not started cycling though, he still sticks to driving to work and carpools with another colleague who also refuses to try cycling in.

He has noticed that there are a core number of regulars who come in on a Friday, one group in particular are young professionals. Within this group there is Steve who always comes in bragging about how successful he has been this week saying comments like “If you just work harder like me, you would have got the promotion”. Although Shua smiles along to please the customer, he believes that Steve’s success comes from the privileges of growing up in a wealthy family, speaking the language, having connections in Perth already and that the company is owned by his dad; therefore Shua believes that Steve’s success is a result of the environment and opportunities provided to him. Shua’s work colleague, who grew up in Perth do not see it this way and believe that Steve has worked hard for this achievement and that is why he is so successful.

On a Saturday night the bar hosts a talent evening for as variety of local acts such as comics and acrobatic acts. Steve decides that he is going to give comedy a go, he has been working on some material at home but had never tried it out in front of anyone but his girlfriend. Steve also persuades Shua to perform as she is a hand balancing artist, Shua used to perform for her school in South Korea but was a little rusty. When it came to the performance evening, although Steve is usually great at talking to audiences he freezes, starts sweating profusely and does not manage to finish his comedy set. Shua on the other hand, although rusty, puts on a dazzling performance, better than when she practiced it a couple nights ago.

**In your answer you should include:**

* A definition of conformity
* An explanation as to the type of conformity that Francis is experiencing
* Applying relevant theory what two factors may have led to conformity being stronger for staff eating vegan food but not for taking up cycling
* Outline why Shua and Steve have attributed Steve’s success to different factors
* Apply the two different psychological concepts that are occurring for Shua and Steve
* Apply the method and findings of relevant research
* Evaluate the research referred to in terms of its relevance to the wider population

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| **Description** | **Marks** |
| A definition of conformity  Conformity is a **type of social influence** involving a **change in belief or behavior** in order to **fit in with a group** | 0-2 |
| An explanation as to the type of conformity that Francis is experiencing  Identifies that Francis feels informative conformity, this is where as he starts to understand the feel the health benefits form eating vegan food, | 0-3 |
| Applying relevant theory what two factors may have led to conformity being stronger for staff eating vegan food but not for taking up cycling  3 for each factor – Identified, Explains, Applies | 0-6 |
| Outline the different attributions that Shua and Steve have come to and give an explanation as to why they have come to different attributions | 0-8 |
| Apply the two different psychological concepts that are occurring for Shua and Steve |  |
| Apply the method and findings of relevant research |  |
| Evaluate the research referred to in terms of its relevance to the wider population |  |
| Quality of response |  |
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