**Sociocultural Approach**

Topic: Social identity research (SIT)

The Study was conducted in the form of an Experiment.

IV: The amount of money that can be given to in-groups and outgroups as shown on the grid paper

DV: In group favouritism/out group discrimination; measured by how much money is allocated to the member of the outgroup and the member of the in-group.

Aim(s):  An investigation of Social identity theory.

Method:

* 48 school boys (aged 14-15) that had already known each other were used as participants in the experiment.
* Each boy was split into either the “under-estimators” or “over-estimators” group based on the premise that they either overestimated or underestimated the amount of dots on a screen. However, the separation was not based on that, it was completely arbitrary.
* The separation of the participants into groups created 2 different in-groups.
* The participants were then asked, in isolation from other participants, to allocate a combination of “money” to a member of the in-group and a member of the outgroup. It was made clear that they would never allocate money to themselves and that they would not know the identity of the person receiving the money.

Conclusion(s):

* participants gave the most money to members of their in-group and gave the least possible amount to the out-group, clearly showing in-group favouritism and outgroup discrimination.

Evaluation: pros/cons

Positives:

* collected valid data on how boys in the age group of 14-15 year olds behave under certain circumstances.
* The study proved that the Social identity theory is strongly reflected in the behaviour of young school boys.

Negatives:

* The results of the study cannot be applied (generalised to females or males of other age groups and cannot be applied to people from other social classes and cultures.