

4 Social influence: situations that change behaviour – Part 1

Name: _____ Class: _____ Date: _____

Vocabulary

Write each word three times.

English	Write it 3 times (English)
Conformity	_____
normative	_____
informational	_____
Obedience	_____
fundamental attribution error	_____

Recall

- You have gone along with a group answer you privately doubted.
- You have done something because someone in charge told you to.
- You have behaved differently in a crowd than you would alone.

New ideas

Read these first. Each idea has a short worked example. Then do the Practice below.

■ 1 Conformity

Conformity is changing behaviour to match a group. It can be **normative** (to be accepted) or **informational** (because you believe the group knows better). The two look identical from outside and differ entirely in why.

Worked example. A student gives an answer they think is wrong because everyone else said it - normative, since they did not change their belief.

■ 2 Obedience

Obedience is following an instruction from an authority. Obedience research found that ordinary people complied far more than anyone predicted, and that small features of the situation - the authority's proximity, whether anyone else refused - changed rates enormously.

Worked example. Compliance falls sharply when one other person in the room refuses first.

■ 3 The situation over the person

The **fundamental attribution error** is over-explaining other people's behaviour by their character and under-explaining it by their situation. Social psychology's central finding is that situations do far more than we expect.

Worked example. You assume the driver who cut in front is rude; when you do it yourself, you know you were late.

Watch out: Conformity and obedience are not the same. Conformity is horizontal - matching peers; obedience is vertical - following an authority.

Practice

2.1 Define conformity. [1]

2.2 Distinguish normative from informational conformity. [2]

2.3 Define obedience and state how it differs from conformity. [2]

2.4 State one situational feature that lowers obedience rates. [1]

2.5 Define the fundamental attribution error. [2]

2.6 Explain why the error is described as asymmetric between yourself and others. [2]
