

Solutions

Each answer shows the steps, then the **result**.

2.1

- normative: conforming to be accepted despite private disagreement; informational: conforming because the group is believed to be right

2.2

- any two of: the authority is remote rather than present; a peer refuses; the victim is close and visible; the authority lacks legitimacy

2.3

(a)

- social facilitation

(b)

- task difficulty: easy or well-learned tasks improve, hard or new ones are impaired

3.1 B

- responsibility is diffused among the witnesses

3.2 B

- cohesion and the desire for agreement suppress dissent

3.3

(a)

- social loafing

(b)

- assess individual contributions as well as the group product, because effort falls when individual contribution is not identifiable

3.4

(a)

- **Conformity** (1), studied by **Asch** (1); **obedience** (1), studied by **Milgram** (1)

(b)

- **Normative** influence is conforming to be accepted or to avoid standing out, and it changes public behaviour more than private belief (1); **informational** influence is conforming because others are taken to be a better source of information, and it can change private belief. Because the correct line was obvious, the line study is better explained by **normative** influence (1)

(c)

- Moving the experimenter out of the room and having him give instructions by telephone (or placing the learner in the same room, or removing the prestigious university setting) reduced obedience (1), because the authority figure's presence and legitimacy — and the psychological distance from the victim — are what sustain it