

3.1 Social psychology: evidence and transfer

Name: _____ Class: _____ Date: _____

Total: 8 marks

KEY WORDS attribution • conformity

Objective

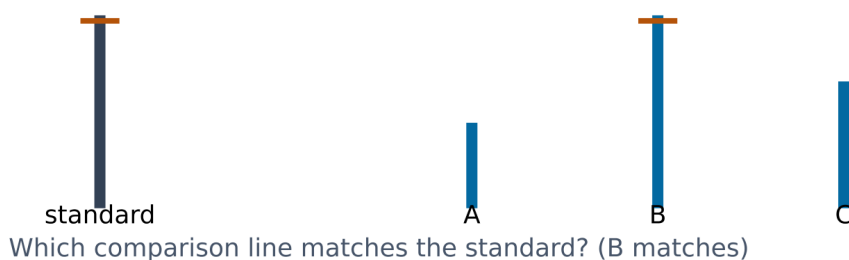
Analyse attribution, attitudes and social influence; Distinguish conformity, obedience and group processes; Evaluate interpersonal and intergroup evidence. Original practice and authored marking guidance.

1 Key knowledge and worked examples

attribution : An explanation for behaviour. **conformity** : Changing behaviour or judgement in relation to a group.

Separate what people do, what they privately believe and why they do it. Agreement may seek acceptance, use others as information or follow an authority. An attribution should compare situational constraints with stable personal explanations. Group differences require information about sampling, norms and opportunities; a category label does not explain every member. Use SO.1 and SO.2 for attribution and group mechanisms.

Asch-style judgement: an unambiguous match (schematic)



Worked case. A pupil publicly agrees with peers but privately gives the correct answer. An adult did not issue an instruction. Which influence fits best, and what remains uncertain?

The public/private difference fits normative influence: agreement may avoid rejection while private belief stays different. It is not enough to call the response obedience be-

cause no authority instruction is described. Fear of rejection is still an inferred mechanism; an approved private account or changed anonymity condition could strengthen it.

2 Practice

2.1 Following a direct authority instruction is usually described as: [1]

A. obedience B. classical conditioning C. random assignment

2.2 Agreeing to avoid group rejection is an example of: [1]

A. normative influence B. sensory adaptation C. test reliability

2.3 Revisit the worked case. State one conclusion its evidence supports and one stronger conclusion it does not support. Explain the difference. [2]

3 Exam-style questions

3.1 A club's members help more than non-members. Explain why this does not show that joining the club causes generosity, then improve the evidence. Give the interpretation, supporting reasoning, a relevant alternative or limitation, and an appropriate check. [4]

Solutions

2.1 Answer: A. The authority relationship defines obedience. The other options do not satisfy the stated defining conditions.

2.2 Answer: A. The motive is social acceptance. Compare the exact process, design or evidence, rather than an associated keyword.

2.3 Use the worked case evidence to support a bounded claim and explain why a causal, universal or stronger claim needs additional evidence. The claim must fit the specific design and observed process.

3.1 People who already help may choose the club; opportunities or prior relationships may differ. Measure baseline helping and follow comparable groups over time, or randomly offer a suitable voluntary programme. Measure a specified helping action and retain participation differences; a group mean never establishes a trait in every individual. Award B1 each (authored) for the interpretation, its reasoning, a relevant limitation/alternative and an appropriate check, up to four points. Accept a different justified answer satisfying these demands.