1.3 The sociocultural approach

Name: _____ Class: _____ Date: _____ **Total: 30 marks**

KEY WORDS sociocultural approach • social identity theory • in-group favouritism • social learning theory • conformity • enculturation • acculturation

Objective

Build the skills to answer exam questions on the **sociocultural approach** : social identity theory, social learning theory, social norms and **conformity** , culture, enculturation and acculturation.

You must be able to:

- explain social identity theory and in-group favouritism with Tajfel (1971)
- explain the four steps of social learning with Bandura (1961)
- describe Asch (1951) and explain how conformity varies across cultures
- distinguish enculturation and acculturation, and apply Berry's four acculturation strategies
- use sociocultural research in Sections A, B and C

1 Key knowledge and worked examples

Groups and learning

- **Social identity theory** (Tajfel and Turner): part of our self-esteem comes from our groups. Tajfel (1971): Bristol schoolboys split into groups by a trivial task (which painter they preferred) gave more points to their own group and often chose the biggest **gap** over the most points: **in-group favouritism** .
- **Social learning theory** (Bandura): we copy a **role model** whose behaviour is rewarded. Bobo doll study (1961): 72 children aged 3 to 6 who watched an adult attack an inflatable doll copied many of the same attacks. Four steps: **attention, retention, reproduction, motivation**.

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■ **Norms, conformity and culture**

- A **social norm** is an unwritten rule of a group. **Conformity**: changing behaviour to match a group. Asch (1951): students judged which of three lines matched a test line after actors gave the same wrong answer; about one third of answers followed the group, and three quarters of students conformed at least once.
- Bond and Smith (1996): a review of 133 line-judgement studies in 17 countries found more conformity in **collectivist** than in **individualist** cultures.
- **Culture**: shared beliefs, norms and practices. **Enculturation** : learning your own culture. **Acculturation** : changing on contact with a new culture.

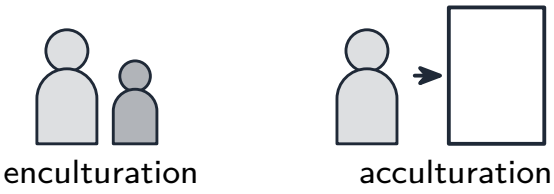
Berry's strategy	keep first culture?	join new culture?
integration	yes	yes
assimilation	no	yes
separation	yes	no
marginalization	no	no

Integration is usually linked to the least stress.

Section C answer shape (15 marks): define the claim and the concept → two or three studies, each used as evidence → evaluate each through the concept → counterpoint → conclusion that answers the claim.

2 Practice

2.1 Distinguish between **enculturation** and **acculturation**. [2]



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2.2 Identify Berry's acculturation strategy for each student who has moved from China to Canada:

(a) Lin keeps Chinese customs and also makes Canadian friends and joins school clubs; [1]

(b) Hao speaks only English and avoids Chinese food and festivals; [1]

(c) Yu mixes only with other Chinese students and keeps all her home customs. [1]

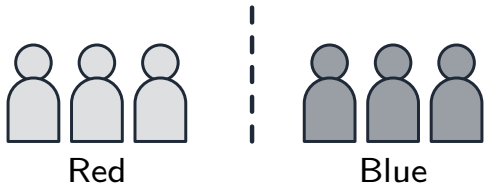
	join new: yes	join new: no
keep first: yes	?	?
keep first: no	?	?

2.3 *(Paper 1 Section A.)* Describe **one** study of conformity. [4]



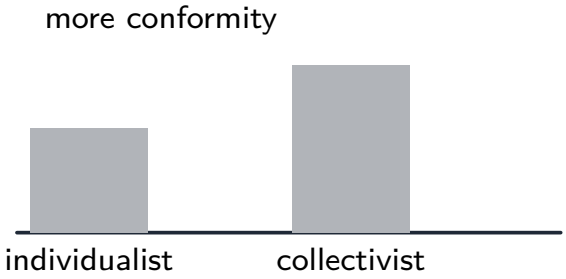
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2.4 *(Paper 1 Section B, human relationships.)* A school puts all Year 7 students into two "houses", Red and Blue, for sports. Soon students from each house call the other house names and refuse to sit together. Using social identity theory, explain this behaviour. [6]



3 Exam-style questions

3.1 *(Paper 1 Section C.)* "How much people conform depends on their culture." Discuss this claim with reference to the concept of **bias**. [15]



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