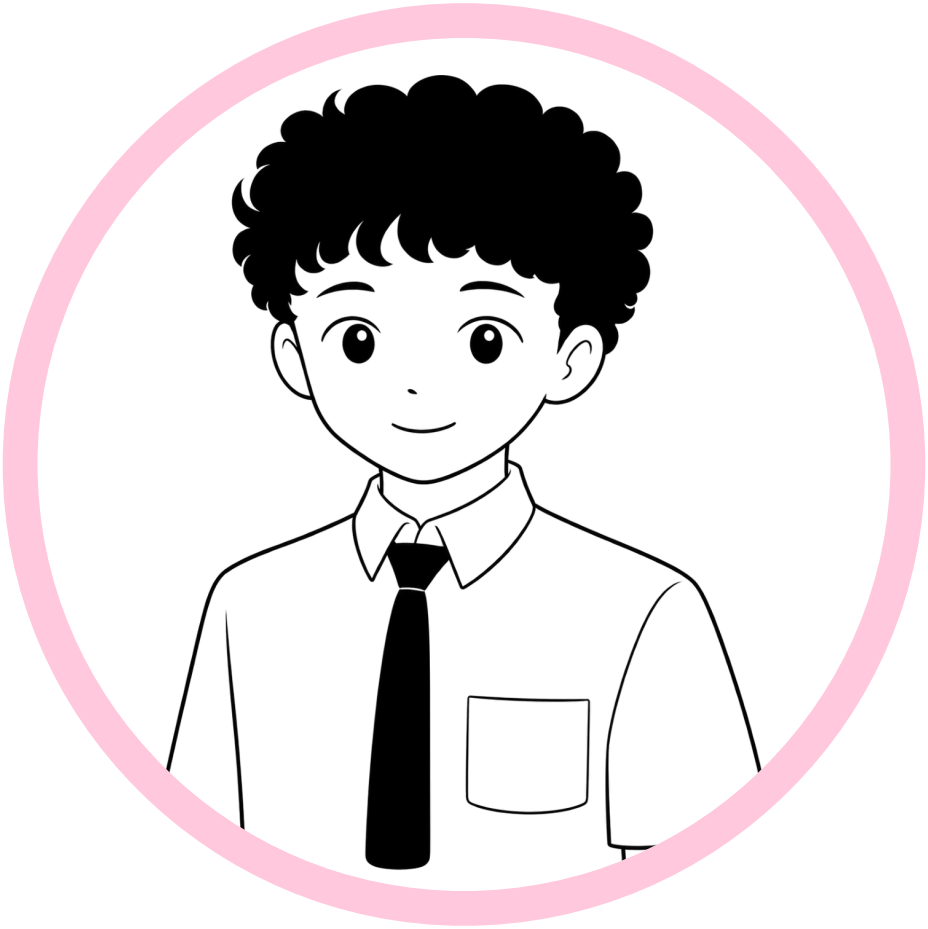
AQA A-LEVEL PSYCHOLOGY · 7182

# PSYCHOLOGY



## EXAM QUESTION PACK

### 3.1.1 CONFORMITY

| SCORE | PERCENTAGE |
| --- | --- |
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## Q1.

Briefly outline how **two** variables investigated by Asch were found to affect conformity.

1. _____

_____

2. _____

_____

**(Total 2 marks)**

## Q2.

Describe **and** evaluate the procedure of Zimbardo's research into social roles.

**(Total 8 marks)**

## Q3.

Psychologists investigating social influence have discovered several reasons why people conform.

Discuss what psychological research has told us about why people conform.

**(Total 16 marks)**

## Q4.

Select the phrase that best describes internalisation.

Shade **one** box only.

| | | |
|---|---|---|
| **A** | The individual adopts a role as a member of a group | ⬭ |
| **B** | The individual changes his/her beliefs but it is a temporary change | ⬭ |
| **C** | The individual changes his/her public and private beliefs | ⬭ |
| **D** | The individual goes along with the group but does not agree with them | ⬭ |

**(Total 1 mark)**

## Q5.

Briefly outline and evaluate normative social influence as an explanation for conformity.

**(Total 4 marks)**

## Q6.

Outline Asch's findings in relation to **two** variables affecting conformity.
Briefly explain **two** limitations of Asch's conformity research.



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**(Total 8 marks)**

## Q7.

Which **two** of the following are types of conformity? Shade **two** boxes only.

**A** Agentic state ⬭

**B** Compliance ⬭

**C** Group size ⬭

**D** Identification ⬭

**E** Unanimity ⬭

**(Total 2 marks)**

## Q8.

Which **two** of the following statements about Zimbardo's prison study are correct?

Shade **two** boxes only.

The study showed how…

**A** roles affect behaviour. ⬭

**B** people obey authority. ⬭

**C** unanimity affects behaviour. ⬭

**D** people conform to the majority. ⬭

**E** behaviour is influenced by loss of identity. ⬭

**(Total 2 marks)**

## Q9.

Many people have criticised Zimbardo’s prison study.

Identify and briefly discuss **two** reasons why people have criticised Zimbardo’s prison study.



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**Extra space**

**(Total 6 marks)**

## Q10.

Read the item and then answer the question that follows.

> Polly always checks what her friends are going to wear before she gets ready to go out because she does not like to be the odd one out.
>
> Jed watches his colleagues carefully when he starts a new job so that he can work out where to put his things and how long to take for lunch.

Discuss **two** explanations for conformity. Refer to Polly and Jed in your discussion.

You may use this space to plan your answer.

**(Total 12 marks)**

## Q11.

Identify **three** variables affecting conformity and outline how **each** of these was investigated in Asch's experiment.

**(Total 6 marks)**

## Q12.

Studies of conformity are sometimes criticised for being unethical. Briefly explain **two** ways in which psychologists might address ethical issues in social influence research.

**(Total 4 marks)**

## Q13.

Which of the following terms best matches the statements below? Choose **one** term that matches **each** statement and write A, B, C, D or E in the box next to it. Use each letter once only.

**A** Identification

**B** Informational social influence



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**C** Normative social influence

**D** **C**ompliance

**E** Internalisation

(a) Publically changing behaviour whilst maintaining a different private view. ☐

**(1)**

(b) Group pressure leading to a desire to fit in with the group. ☐

**(1)**

(c) When a person lacks knowledge of how to behave and looks to the group for guidance. ☐

**(1)**

(d) looks to the group for guidance. ☐

**(1)**

**(Total 4 marks)**

## Q14.

Read the item and then answer the question that follows.

A small group of environmentally-aware sixth form students are campaigning for their school to become ‘paper-free’ for the next six months. Recently, they had a meeting with a group of teachers who represent the teaching staff. The teachers told the students that the school could become ‘paper-free’ if the group of students could convince the rest of the student body it was a good idea.

Use your knowledge of conformity **and** minority influence to explain the factors that will determine how successful the small group of students will be.

You may use this space to plan your answer.



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**(Total 7 marks)**

## Q15.

Outline the procedures **and** findings of Zimbardo's research into conformity to social roles.

**(Total 4 marks)**

## Q16.

Briefly discuss **two** criticisms of Zimbardo's research into conformity to social roles.

**(Total 4 marks)**

## Q17.

Steph and Jeff are student teachers who recently joined other members of staff on a one-day strike. When asked why they decided to do so, Steph replied, 'I never thought I would strike but I listened to the other teachers' arguments and now I have become quite passionate about it'.

Jeff's explanation was different: 'To be honest, everyone else seemed to be striking and I didn't want to be the only one who wasn't'.

Discuss explanations for conformity. Refer to Steph and Jeff as part of your discussion.

You may use this space to plan your answer.

**(Total 16 marks)**

## Q18.

Explain what is meant by internalisation.

**Extra space**



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_____

_____

**(Total 3 marks)**

## Q19.

Explain what is meant by compliance.

_____

_____

_____

_____

_____

**Extra space** _____

_____

_____

**(Total 3 marks)**

## Q20.

(a) One type of conformity is compliance. What do psychologists mean by the term *compliance*?

**(1)**

(b) A group of students has to decide what to do with the money left over in their school fund. Most of them want to give the money to a local charity. However, two students, Lisa and Sean, want to buy a pool table for the common room.

Briefly explain how **two** factors might affect whether or not Lisa and Sean will conform to the rest of the group.

**(4)**

**(Total 5 marks)**

## Q21.

Discuss research into conformity.

**(Total 8 marks)**

## Q22.

Outline **and** evaluate research into conformity.

**(Total 16 marks)**

## Q23.

Outline **and** evaluate research into conformity.

**(Total 12 marks)**



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## Q24.

Discuss **at least two** factors that have been shown to affect conformity. Refer to evidence in your answer.

**(Total 16 marks)**

## Q25.

Josie, Hana and Caitlyn have just started new jobs and all three are keen to do well. Josie laughs a lot at the jokes her colleagues tell, even though she does not always find them very funny. Hana observes her colleagues closely and makes sure that she completes the work in the same way that they do, so that she does not make any mistakes. Caitlyn prefers to learn through trial and error. She believes that by trying and by making mistakes, she will really understand what she is doing.

Which girl's behaviour is being influenced by normative social influence and which girl's behaviour is being influenced by informational social influence? Justify both choices.

**Extra space**

**(Total 6 marks)**

## Q26.



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(a) What is meant by *normative social influence*?

**(2)**

(b) Andrea has recently started a new job and on her first day at work she noticed that all her colleagues were much more smartly dressed than she was.

Explain the likely effect of normative social influence on Andrea's behaviour.

**(2)**

**(Total 4 marks)**

## Q27.

Jan and Norah have just finished their first year at university where they lived in a house with six other students. All the other students were very health conscious and ate only organic food. Jan had listened to their point of view and now she also eats only organic food. Norah was happy to eat organic food while in the house, but when she went home for the holidays she ate whatever her mother cooked. Both girls conformed, but for different reasons.

Explain which type of conformity **each** girl was showing.

**Extra space**

**(Total 4 marks)**

## Q28.

Explain what is meant by informational social influence.



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_____

_____

**(Total 3 marks)**

## Q29.

Explain what is meant by normative social influence.

_____

_____

_____

_____

_____

_____

**(Total 3 marks)**

## Q30.

The following phrases refer to different types of conformity.

Select the **two** phrases that describe internalisation. Tick **two** boxes only.

**A** The deepest level of conformity. ☐

**B** The individual conforms publicly with the rest of the group but may privately disagree with them. ☐

**C** The beliefs of the group become part of the individual's own belief system. ☐

**D** The individual goes along with the group but does not agree with them. ☐

**E** The individual changes his / her beliefs, but it is a temporary change. ☐

**(Total 2 marks)**

## Q31.

Outline and evaluate explanations of conformity.

**(Total 8 marks)**

## Q32.

Explain what is meant by *internalisation* in the context of conformity.



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**(Total 2 marks)**

## Q33.

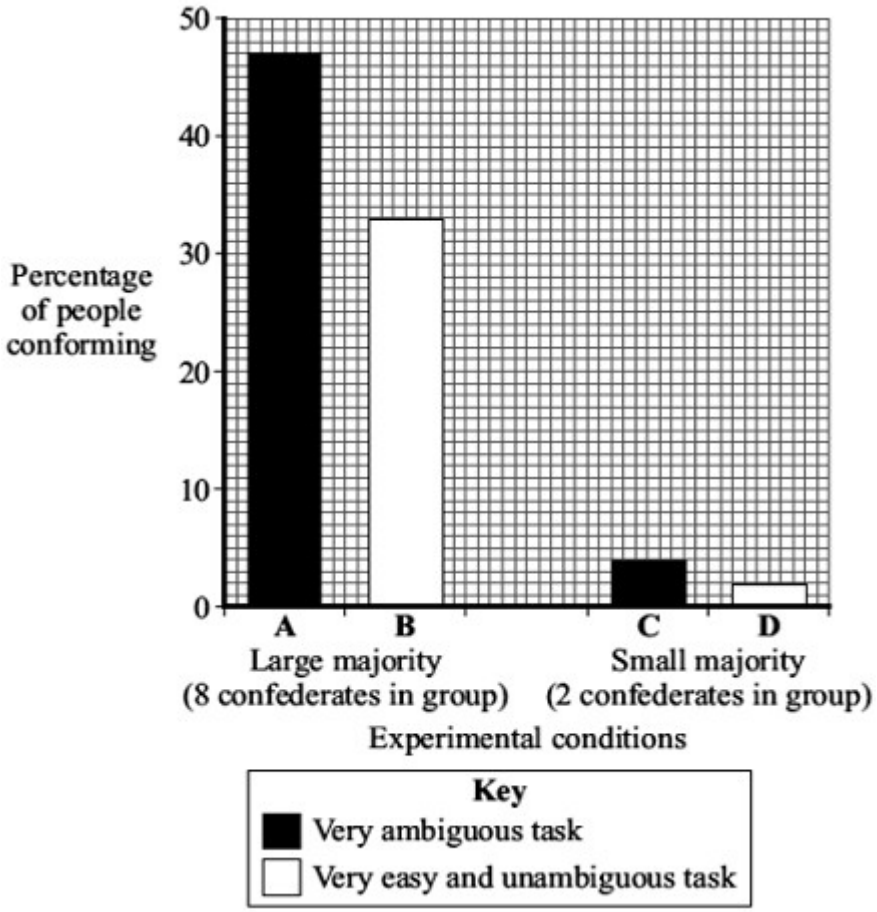
Explain what is meant by *compliance* in the context of conformity.

**(Total 2 marks)**

## Q34.

In an experiment into conformity, an experimenter varied both the number of confederates (stooges) and the ambiguity of the task. The bar chart below shows the findings.

**Percentages of conformity for different tasks and size of majority**






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What does the bar chart show about conformity?

**Extra space**

**(Total 4 marks)**

## Q35.

Most research into conformity takes place in a laboratory. Outline **one** strength of conducting research into conformity in a laboratory.

**(Total 2 marks)**



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## Q1.

It is Ani's first day in a new job and he spends a lot of time watching to see what his colleagues are doing, so that he will fit in with them and be liked. Explain Ani's behaviour in terms of compliance.

**(Total 2 marks)**

## Q2.

(a) Outline **one** method that psychologists have used to study conformity.

**(2)**

(b) Explain **one** limitation of this method.

**(2)**

(c) Suggest an appropriate way of overcoming this limitation.

**(2)**

**(Total 6 marks)**

## Q3.

The following statements are all related to conformity.



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**A** Doing what the group does in order to be liked by them.

**B** Doing what the group does because we do not know what else to do.

**C** Going along with the group, even if we do not really agree with what they are doing.

**D** Going along with the group because we accept their beliefs and attitudes into our own cognitions.

In the table below, write which statement, **A**, **B**, **C** or **D**, describes each type of conformity.

| Type of conformity | Statement |
|---|---|
| Internalisation | |
| Compliance | |

**(Total 2 marks)**



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