

Where space is not provided, write your answers on a separate piece of paper.

Conformity

1 Why are people less likely to conform if they give their answers in private? [2]

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2 Your maths teacher asks the class a difficult question. Susan, who is very good at maths, gives an answer that you know is wrong but when the teacher asks another student they give the same wrong answer. When it comes to your turn to answer, you give the same answer as Susan. Using your knowledge of conformity, explain why you gave the wrong answer. [4]

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3 Asch conducted his study of conformity in 1951.
a) Describe the procedure of Asch's line study. [6]

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b) The participants in the Asch study often displayed stress reactions as they struggled to decide what answer they were going to give. Why is this a weakness of the study? [2]

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c) What was the advantage of carrying out the study in a laboratory setting? [1]

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d) What was the conclusion of the Asch study? [2]

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Obedience

1 A researcher ran an experiment about obedience. An actor asked people to pick up litter in a park: in Condition A the actor wore a uniform and in Condition B the actor wore casual clothes. Levels of obedience were higher in Condition A than in Condition B.