

1

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
- C Normative social influence
- D Compliance
- E Internalisation

- |     |   |                          |     |
|-----|---|--------------------------|-----|
| (a) | Publically changing behaviour whilst maintaining a different private view.          | <input type="checkbox"/> | (1) |
| (b) | Group pressure leading to a desire to fit in with the group.                        | <input type="checkbox"/> | (1) |
| (c) | When a person lacks knowledge of how to behave and looks to the group for guidance. | <input type="checkbox"/> | (1) |
| (d) | looks to the group for guidance.  | <input type="checkbox"/> | (1) |
- (Total 4 marks)**

**2**

When you are a passenger on a train, you are much more likely to move to another seat if the ticket collector tells you to move than if another passenger tells you to do so.

Use your knowledge of why people obey to explain this behaviour.

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**Extra space** \_\_\_\_\_

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**(Total 4 marks)**

**3**

(a) Briefly discuss the Authoritarian Personality as an explanation for obedience to authority.

**(4)**

(b) Apart from personality type, outline **one** psychological explanation for defiance of authority.

**(2)**

**(Total 6 marks)**

4

Using your knowledge of psychology, explain why some people might resist pressures to conform.

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**Extra space** \_\_\_\_\_

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(Total 4 marks)

5

Read the item and then answer the question that follows.

The following article appeared in a newspaper:

**Britain’s views on homosexuality – the biggest social change of the last 30 years?**

In the UK, views on homosexuality have changed significantly in recent times. Thirty years ago, almost two-thirds of the British public opposed same-sex relationships because they were ‘morally wrong’. These days, homosexuality is accepted and the majority of British people support recent changes to the laws on gay marriage and adoption.

With reference to the article above, explain how social influence leads to social change.

(Total 6 marks)



## Mark schemes

**1**

**[AO1 = 4]**

- (a) D
- (b) C
- (c) B
- (d) A

**2**

Please note that the AOs for the new AQA Specification (Sept 2015 onwards) have changed. Under the new Specification the following system of AOs applies:

- AO1 knowledge and understanding
- AO2 application (of psychological knowledge)
- AO3 evaluation, analysis, interpretation.

Although the essential content for this mark scheme remains the same, mark schemes for the new AQA Specification (Sept 2015 onwards) take a different format as follows:

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**AO2 = 4**

There are various reasons why people obey:

- Legitimate authority
- Power of uniform
- Any other psychological explanation, if it is relevant to the scenario, is creditworthy.

On a train, it is likely that the ticket collector is seen as having legitimate authority and so will be obeyed, however another passenger does not have such authority and so is unlikely to be obeyed.

For full marks there must be explicit engagement with the stem.

<b>AO2 Mark bands</b>
<b>4 marks Effective analysis of unfamiliar situation</b> Effective explanation that demonstrates sound knowledge of why people are more likely to obey a ticket collector than another passenger.
<b>3 marks Reasonable analysis of unfamiliar situation</b> Reasonable explanation that demonstrates knowledge why people obey on a train / ticket collector.
<b>2 marks Basic analysis of unfamiliar situation</b> Basic explanation of why people obey.
<b>1 mark Rudimentary analysis of unfamiliar situation</b> Rudimentary, muddled, explanation of why people obey, demonstrating very limited knowledge.
<b>0 marks</b> No creditworthy material.

**3**

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(a) **[AO1 = 2, AO2 = 2]**

### **AO1**

Award up to two marks for an outline of the Authoritarian Personality as an explanation for obedience to authority.

Likely points: a collection of traits / dispositions; developed from strict / rigid parenting; conformist / conventional / dogmatic; obedient / servile towards people perceived as having higher status / harsh towards people perceived as having lower status; reference to F-scale as a way of measuring personality type.

One mark only for a list of traits.

Accept other valid answers.

0 marks for simply saying 'obedience is more likely'.

### **AO2**

Award up to two marks for discussion which may be for two brief points or a single point that is elaborated.

Likely points: measurement of authoritarianism relies on self-report (F-scale) data which may be unreliable; contrast with situational factors (Milgram) eg proximity of authority figure, may have greater influence on obedience levels; difficulty in establishing cause and effect between authoritarianism / parenting style and obedience; explanation cannot easily account for obedience of entire social groups / societies.

Credit use of evidence as part of the discussion.

(b) **[AO1 = 2]**

Award up to two marks for an outline of one psychological explanation for defiance.

Award one mark for identification / brief outline of a relevant explanation and one mark for elaboration / expansion which could be through an example.

Likely explanations: the influence of disobedient role models / social support; being in an autonomous state; past experience; opportunity to question the motives of the authority figure; personal conviction.

Also credit the inverse of factors / explanations usually used to explain obedience to authority eg (lack of) proximity of authority figure; proximity of victim; (lack of) legitimacy of authority figure / uniform / setting.

Credit descriptions of evidence used as elaboration / expansion eg detail of Milgram's variations that led to an increase in defiance.

Do not credit reference to increase in defiance / decrease in obedience alone.

**4**

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**AO1 = 4**

People resist pressure to conform for a variety of reasons:

- Desire for individuation
- Have an internal locus of control
- Support of colleague
- Prior commitment
- Dispositional Factors
- Models of independence / non-conformity
- Exposure to dissent.

Credit any other relevant explanation. Students may offer one explanation in detail or more than one but in less detail. There is a breadth-depth trade-off here.

Merely identifying reasons without any explanation, maximum 2 marks.

<p><b>4 marks Accurate and reasonably detailed</b> Accurate and reasonably detailed explanation that demonstrates sound knowledge and understanding of why people resist pressures to conform. There is appropriate selection of material to address the question.</p>
<p><b>3 marks Less detailed but generally accurate</b> Less detailed but generally accurate explanation that demonstrates relevant knowledge and understanding of why people resist pressure to conform. There is some evidence of selection of material to address the question.</p>
<p><b>2 marks Basic</b> Basic explanation that demonstrates some relevant knowledge and understanding of why people resist pressure to conform but lacks detail and may be muddled.</p>
<p><b>1 mark Very brief / flawed or inappropriate</b> The student provides an explanation, which is very brief or flawed and demonstrates very limited knowledge of why people resist pressure to conform.</p>
<p><b>0 marks</b> No creditworthy material.</p>



**5****[AO2 = 6]**

Level	Marks	Description
3	5 – 6	Knowledge of social influence processes related to social change is clear and generally well detailed. Application to changing views of homosexuality is mostly clear and effective. The answer is generally coherent with appropriate use of terminology.
2	3 – 4	Knowledge of social influence processes related to social change is evident. There is some effective application to changing views of homosexuality. The answer lacks clarity in places. Terminology is used appropriately on occasions.
1	1 – 2	Knowledge of social influence processes related to social change is limited. Application to changing views of homosexuality is either absent or inappropriate. The answer as a whole lacks clarity and has inaccuracies. Terminology is either absent or inappropriately used.
	0	No relevant content.

**Possible content:**

Application of social influence research to changing views of homosexuality from the following:

- factors affecting minority influence including consistency, commitment and flexibility
- social change occurs when minority view, eg Gay Rights campaigners, challenges majority view and is eventually accepted as the majority
- theory related to conformity such as informational social influence and / or internalisation
- influence of obedience, eg changes to the laws making equal rights more of a social norm
- credit other relevant points, eg influence of media, as long as they are rooted in sound psychology
- can also credit theories linked to minority influence, eg social impact theory, snowball effect, social cryptoamnesia.

**6**

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### **AO2 = 6**

For a minority to be successful in bringing about social change, it needs to be consistent, flexible and non-dogmatic. It helps if the members of the minority have an internal locus of control and can show that they have the skills with which to challenge the beliefs and attitudes of the majority. So the advice to the environmental group would be to remain consistent in their views when talking to members of the majority. Moscovici's research demonstrated that consistency was an effective strategy. It would also help if the environmental group could demonstrate that they were not acting out of self-interest, but because they believe that using public transport or bicycles is the best policy. They are not going to gain anything for themselves if people start following their behaviours. If they can also show that they have made personal sacrifices, such as having given up using their own cars, then they would be much more likely to have an effect on the majority. For full marks, there must be explicit engagement with the stem.

<b>AO2</b> <b>Analysis of unfamiliar situation and application of knowledge of the role of minority influence to bring about social change</b>
<b>6 marks Effective analysis of unfamiliar situation</b> Effective advice that demonstrates sound knowledge of how minority influence can bring about social change and what the environmental group should do.
<b>5 – 4 marks Reasonable analysis of unfamiliar situation</b> Reasonable advice that demonstrates knowledge of how minority influence brings about social change.
<b>3 – 2 marks Basic analysis of unfamiliar situation</b> Basic advice of how minority influence brings about social change.
<b>1 mark Rudimentary analysis of unfamiliar situation</b> Rudimentary, muddled advice or just an explanation of how minority influence brings about social change.
<b>0 marks</b> No creditworthy material.