

# Guide to using the online textbooks in Psychology

Year One

<http://www.illuminate.digital/aqapsych1>

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Year Two

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The screenshot shows a web browser displaying the online textbook 'CONFORMITY: TYPES AND EXPLANATIONS'. The page is divided into several sections: 'THE SPECIFICATION SAYS', 'Types of conformity', 'Explanations for conformity', and 'Evaluation'. The 'Types of conformity' section includes 'Informational', 'Identification', and 'Compliance'. The 'Explanations for conformity' section includes 'Informational social influence (ISI)', 'Normative social influence (NSI)', and 'Informational social influence (ISI)'. The 'Evaluation' section includes 'Research support for ISI', 'Individual differences in NSI', and 'ISI and NSI work together'. The page also features 'Hotspots' (A, L, W, A, W, A, Q, P) and interactive elements like 'Apply it!', 'Check it!', and 'Suggested answers'. A green arrow points to the 'Hotspots' section on the right side of the page.

You can navigate around using the arrows or entering the number of the page you want. You can also zoom in and out.

The hot spots allow you to test yourself with quizzes, extend your knowledge, practice exam questions and look at web-links. They also provide definitions of key terms you need to know. See below for an example.

The screenshot shows a pop-up window titled 'Suggested answers' with the heading 'Real-life application'. The text inside the pop-up reads: 'This is an example of NSI. The message is trying to make guests aware of what the norm for towel use is among the other guests at the hotel. Once the guests are aware of this norm, they will want to go along with it because this will make them feel that their behaviour is the sort of behaviour that would be approved of by others.' The pop-up is overlaid on the same textbook page as the previous screenshot.

Each chapter has a summary at the end which can be useful for revision.

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## REVISION SUMMARIES

### CONFORMITY: TYPES AND EXPLANATIONS

Conformity is yielding to group pressures

Types of conformity	Explanations of conformity
<b>Informational social influence (ISI)</b> People believe others have better information than they do.	<b>Informational social influence (ISI)</b> People believe others have better information than they do.
<b>Normative social influence (NSI)</b> People conform to fit in and avoid social rejection.	<b>Normative social influence (NSI)</b> People conform to fit in and avoid social rejection.
<b>Compliance</b> People conform to avoid punishment or gain rewards.	<b>Compliance</b> People conform to avoid punishment or gain rewards.

### CONFORMITY: ASCH'S RESEARCH

Asch's research on conformity

Procedure	Findings
Asch's research on conformity	Conformity was 75% in the original study.
Conformity was 5% when the participant was the first to give an answer.	Conformity was 5% when the participant was the first to give an answer.
Conformity was 5% when the participant was the last to give an answer.	Conformity was 5% when the participant was the last to give an answer.

### CONFORMITY TO SOCIAL ROLES: ZIMBARDO'S RESEARCH

Zimbardo's research on conformity to social roles

Procedure	Findings
Zimbardo's research on conformity to social roles	Conformity was 92.5% in the original study.
Conformity was 5% when the participant was the first to give an answer.	Conformity was 5% when the participant was the first to give an answer.
Conformity was 5% when the participant was the last to give an answer.	Conformity was 5% when the participant was the last to give an answer.

### OBEEDIENCE: MILGRAM'S RESEARCH

Milgram's research on obedience

Procedure	Findings
Milgram's research on obedience	Obedience was 65% in the original study.
Obedience was 5% when the participant was the first to give an answer.	Obedience was 5% when the participant was the first to give an answer.
Obedience was 5% when the participant was the last to give an answer.	Obedience was 5% when the participant was the last to give an answer.

### OBEEDIENCE: SOCIAL-PSYCHOLOGICAL FACTORS

Obedience due to the influence of other people

Agentic state	Evaluation
Agentic state	People in an agentic state are not responsible for their actions.
Agentic state	People in an agentic state are not responsible for their actions.

### OBEEDIENCE: DISPOSITIONAL EXPLANATIONS

Obedience due to factors within the individual

The authoritarian personality	Evaluation
The authoritarian personality	People with an authoritarian personality are more likely to obey.
The authoritarian personality	People with an authoritarian personality are more likely to obey.

### RESISTANCE TO SOCIAL INFLUENCE

How people disobey and refuse to conform

Factors of resistance	Evaluation
Factors of resistance	People who are more confident are more likely to resist social influence.
Factors of resistance	People who are more confident are more likely to resist social influence.

### MINORITY INFLUENCE

Minority influence leads to informational

Minority influence	Evaluation
Minority influence	Minority influence can lead to social change.
Minority influence	Minority influence can lead to social change.

### SOCIAL INFLUENCE AND SOCIAL CHANGE

Social change research can help us change society

Social change	Evaluation
Social change	Social change can lead to social improvement.
Social change	Social change can lead to social improvement.

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There are also multiple-choice questions that you can use to test yourself and examples of exam questions with answers to help guide you as to how to go about writing a good quality answer.

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## MULTIPLE-CHOICE QUESTIONS

### Conformity: types and explanations

1. Which of the following is a type of conformity?

- Informational
- Normative
- Compliance
- Informational

2. Which of the following is an explanation for conformity?

- Informational social influence
- Normative social influence
- Compliance
- Informational social influence

3. Which of the following statements best describes conformity?

- Conformity is a change in behaviour that occurs when a person is influenced by others.
- Conformity is a change in behaviour that occurs when a person is influenced by others.
- Conformity is a change in behaviour that occurs when a person is influenced by others.
- Conformity is a change in behaviour that occurs when a person is influenced by others.

### Conformity: Asch's research

1. In Asch's original study, the naive participant was always correct.

- Yes
- No
- Yes
- No

2. What did Asch find about group size?

- Conformity kept increasing with group size.
- Conformity decreased as group size increased.
- Conformity increased with group size but only to a point.
- Increasing group size had no effect on conformity.

3. What did Asch find about unanimity?

- Conformity stayed the same whether the majority was unanimous or not.
- An unanimous majority had the greatest effect on conformity.
- When a partner disagreed with the majority, conformity increased.
- A dissident majority had the greatest effect on conformity.

### Conformity: Zimbardo's research

1. The Stanford prison experiment was conducted in 1971.

- Yes
- No
- Yes
- No

2. What was the purpose of the Stanford prison experiment?

- To study the effects of social roles on behaviour.
- To study the effects of social roles on behaviour.
- To study the effects of social roles on behaviour.
- To study the effects of social roles on behaviour.

### Obedience: Milgram's research

1. Milgram's research on obedience was conducted in 1963.

- Yes
- No
- Yes
- No

2. What was the purpose of Milgram's research?

- To study the effects of authority on obedience.
- To study the effects of authority on obedience.
- To study the effects of authority on obedience.
- To study the effects of authority on obedience.

### Obedience: Social-psychological factors

1. According to Milgram, people who are in an agentic state are not responsible for their actions.

- Yes
- No
- Yes
- No

2. What is the agentic state?

- A state of mind in which a person feels they are not responsible for their actions.
- A state of mind in which a person feels they are not responsible for their actions.
- A state of mind in which a person feels they are not responsible for their actions.
- A state of mind in which a person feels they are not responsible for their actions.

### Obedience: Dispositional explanations

1. According to Milgram, people who are in an agentic state are not responsible for their actions.

- Yes
- No
- Yes
- No

2. What is the agentic state?

- A state of mind in which a person feels they are not responsible for their actions.
- A state of mind in which a person feels they are not responsible for their actions.
- A state of mind in which a person feels they are not responsible for their actions.
- A state of mind in which a person feels they are not responsible for their actions.

### Minority influence

1. Minority influence is especially effective when the minority is consistent.

- Yes
- No
- Yes
- No

2. What is the consistent minority?

- A minority that is consistent in its views.
- A minority that is consistent in its views.
- A minority that is consistent in its views.
- A minority that is consistent in its views.

### Resistance to social influence

1. The effects of social influence are most likely to be resisted when the individual is confident.

- Yes
- No
- Yes
- No

2. What is the confident individual?

- An individual who is confident in their own beliefs.
- An individual who is confident in their own beliefs.
- An individual who is confident in their own beliefs.
- An individual who is confident in their own beliefs.

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