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Social Influence at a Glance

A-level Psychology
AQA 7182 Paper 1 · Social influence

Sample factfile

IN A NUTSHELL **Why do people conform, obey or resist? Social influence is Section A of Paper 1. Here are the key studies, explanations and evaluation points on one page.**

1 Key terms

Compliance
public, not private change

Internalisation
public and private change

NSI
conform to be liked

ISI
conform to be right

2 Conformity

- Asch (1951): 36.8% conformity on critical trials; rose with group size up to 3, fell with a dissenter, rose with task difficulty.
- Deutsch and Gerard (1955): NSI and ISI. Lucas et al. (2006) support ISI.
- Zimbardo (1973): guards abusive in a mock prison; stopped after 6 days.

3 Obedience

- Milgram (1963): 100% to 300 volts, 65% to 450 volts.
- Proximity: 40% (same room), 30% (touch), 20.5% (phone). Location: 47.5%. Uniform: 20%.
- Agentic state; legitimacy of authority; the Authoritarian Personality (Adorno et al., 1950).

4 Resistance

- Social support: a dissenter or disobedient peer; obedience fell to 10%.
- Locus of control (Rotter, 1966): internals resist more (Holland, 1967).

5 Minority influence

- Moscovici et al. (1969): consistent minority 8.42% green answers.
- Consistency, commitment, flexibility; the snowball effect leads to social change.

6 Exam tip

In a 16-mark “Discuss” essay, AO3 is worth 10 marks. Write a short, precise AO1 paragraph, then four developed evaluation points.

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