

**Q1.**

Which **one** of the following is most associated with informational social influence?

Shade **one** box only.

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|----------|--|-----------------------|
| <b>A</b> | It is an emotional, rather than cognitive, process.                                      | <input type="radio"/> |
| <b>B</b> | It is based on a desire to be liked, rather than a desire to be right.                   | <input type="radio"/> |
| <b>C</b> | It is more likely to lead to a permanent, rather than temporary, change in attitude.     | <input type="radio"/> |
| <b>D</b> | It occurs in unambiguous situations, rather than those where there is no obvious answer. | <input type="radio"/> |

(Total 1 mark)

**Q2.**

Outline how **two** variables investigated by Asch affected conformity.

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(Total 4 marks)

**Q3.**

Explain **two** ethical limitations of Asch's investigations into conformity.

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(Total 4 marks)

**Q4.**

Suggest **two** reasons why Asch's conformity investigations could be considered to be unrealistic.

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(Total 4 marks)

**Q5.**

Charlie has just started at a new school. He has become friendly with a group of boys in his year group. Charlie thinks they are ‘cool’.

One day, one of the more popular boys in the group suggests they all wear their school jumpers inside-out for a week, ‘just to see what will happen’. Charlie worries about this all night but still goes to school the following day wearing his jumper inside-out.

Use your knowledge of conformity to explain Charlie’s behaviour.

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**(Total 6 marks)**

**Q6.**

Outline informational social influence as an explanation for conformity.

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**(Total 3 marks)**

**Q7.**

Briefly outline **three** findings from Asch's research into conformity.

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(Total 3 marks)

**Q8.**

Explain **one** limitation of Asch's research into conformity.

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(Total 3 marks)

**Q9.**

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

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(Total 6 marks)

**Q10.**

Explain **one** limitation of Zimbardo's research into social roles.

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(Total 3 marks)

**Q11.**

A teacher wanted to investigate the attitudes of students in her school to the school’s homework policy. She used a volunteer sample of students from the school. All the students who volunteered were over 16 years of age. The students were interviewed in groups of four.

One of the participants, Ava, strongly believed that the amount of homework she was set was fair. However, when the teacher interviewed her with her three friends, the friends said they thought they had too much homework. Ava also said she thought there was too much homework.

Use your knowledge of conformity to explain **one** reason for Ava’s behaviour.

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(2)

**Q12.**

Researchers have identified different features of science, including:

- replicability
- theory construction
- hypothesis testing.

Explain how Asch’s conformity research illustrates **one** of these features of science.

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(Total 3 marks)