

Mark schemes

Q1.**[AO1 = 2]****2 marks** for a clear and coherent explanation of what is meant by social change.**1 mark** for a muddled/limited explanation.**Possible content:**

- whole societies, (not just individuals) change – **essential for full marks**
- adopt new attitudes, beliefs or behaviours
- through minority influence processes e.g snowball effect
- examples of change: accepting the earth is round not flat; women's suffragette movement; gay rights; environmental issues such as increased recycling, reduced smoking in public places.

Credit other relevant content.

[2]

Q2.**[AO2 = 6]**

Level	Mark	Description
3	5-6	Application of knowledge of social influence processes in social change is clear and generally well detailed. The answer is generally coherent with appropriate use of terminology.
2	3-4	Application of knowledge of social influence processes in social change is evident. The answer lacks clarity in places. Terminology is used appropriately on occasions.
1	1-2	Application of knowledge of social influence processes in social change is limited. The answer as a whole lacks clarity and has inaccuracies. Terminology is either absent or inappropriately used.
	0	No relevant content.

Possible content/application**Minority influence processes:**

- examples of the influence of environmental campaign groups/celebrities and how they may convince the majority through consistency, commitment (augmentation principle), flexibility
- the snowball effect – how behaviour/views on use of plastic change gradually over time.

Conformity processes:

- normative social influence/compliance – the group norm among young people particularly is to care about the environment; people who go against this norm (by ignoring the costs to the planet) risk rejection from the group/are less likely to fit in
- informational social influence/internalisation – more is now known about the harmful effects of single-use plastic items on the environment/climate change, people may have become convinced by such evidence.

Obedience processes:

- rules on single-use plastic items have changed, eg charges for plastic shopping bags, etc.

Credit other relevant material.

If there is no application, maximum mark of 2

[6]