

Social Change – Mark Scheme

Q1.

[AO1 = 4]

Level	Mark	Description
2	3-4	The explanation of how social influence processes contribute to social change is explained in some detail. The answer is generally coherent with effective use of terminology.
1	1-2	There is limited / partial explanation of how social influence processes contribute to social change. The answer may lack coherence. Use of terminology may be either absent or inappropriate.
	0	No relevant content.

Possible content:

- minorities contribute to social change by being consistent, flexible and non-dogmatic. Through social crypto-amnesia and the snowball effect, gradually the minority turns into the majority
- influence of obedience, e.g. changes to the laws which make a certain behaviour more of a social norm which others then adopt
- majority influence can occur through social norms / normative social influence
- dictators can bring about social change through power and through the process of obedience. This leads to groups of people changing their behaviour because of the fear of punishment / consequences of not obeying
- consistency contributes to social change when a minority repeatedly gives the same message. This makes a majority reassess their belief and consider the issue more carefully (and so may adopt the minority point of view)
- commitment contributes to social change when a minority show they are willing to give up something for their belief the majority take their argument more seriously (and so may adopt it as their own)
- flexibility / being non-dogmatic contributes to social change when a minority show they are willing to listen to other viewpoints the majority listen to their point of view / take their argument more seriously (and so may adopt it as their own)
- theories linked to minority influence, e.g. social impact theory, snowball effect, social cryptoamnesia
- also accept answers outlining how drawing attention, creating cognitive conflict, augmentation, identification with the minority, appearance of objectivity or certainty of correctness as processes used by minorities can contribute to social change.

Credit other relevant points, e.g. influence of media as long as they are rooted in sound psychology.

Descriptions of studies are only relevant if they are used effectively to show how social influence processes contribute to social change.

[4]

Q2.

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:

- A single set of numbered levels (formerly bands) to cover all skills
- Content appears as a bulleted list
- No IDA expectation in A Level essays, however, credit for references to issues, debates and approaches where relevant.

AO2 = 6

Social influence research has suggested that it is minorities and independent behaviour that brings about social change (conformity maintains the status quo). For example, a minority can challenge the beliefs and values of the majority causing them to re-think / re-evaluate their beliefs. However, this change can be slow and sometimes the majority does not even know where the ideas originated (eg social crypto-amnesia). It is also possible to show how a single individual can bring about considerable social change and candidates could illustrate this by considering figures in history. Sometimes it is the personality of the individual, other times it is the particular aspects of the situation, or it is a combination of these two.

NB: There are various routes that candidates may choose in answering this question. For example, candidates may have explained how research has brought about social change through the use of examples from history to illustrate the underlying theory / explanation or have offered an explanation of how social change has occurred through using research (theories and / or studies) only.

6 marks Effective explanation Effective consideration of the implications for social change of research into social influence.
5 – 4 marks Reasonable explanation Reasonable consideration of the implications for social change of research into social influence.
3 – 2 marks Basic explanation Basic consideration of the implications for social change of research into social influence.
1 mark Rudimentary explanation Rudimentary, muddled consideration of the implications for social change of research into social influence, demonstrating very limited knowledge.
0 marks No creditworthy material

Q3.

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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- Content appears as a bulleted list
- No IDA expectation in A Level essays, however, credit for references to issues, debates and approaches where relevant.

AO1 = 6

There are numerous ways in which candidates can answer this question and examiners should take care to award credit to any answer that is relevant, even if it does not follow the suggestions below.

Note to examiners: all the textbooks have a slightly different slant on this part of the specification, which is not a problem. Accurate and relevant psychology can be credited.

Social change occurs when individuals / small groups change the way the majority thinks and acts. Historically, there have been many examples of such changes: the Suffragette movement, Civil Rights movement, etc. The research into minority influence by such psychologists as Moscovici and more recently Nemeth, has shown how powerful a minority can be, as long as certain conditions are met (eg consistency, confidence, flexibility). It is the minority that usually brings about social change while the majority retains the status quo.

Candidates need to focus on the research (theories and / or studies) that underpin our understanding of social change. Clearly, there is a range of acceptable answers to this question and marks should be given for the effective use of the material.

6 marks Accurate and reasonably detailed Accurate and reasonably detailed description that demonstrates relevant knowledge and understanding of social change. There is appropriate selection of material to address the question.
5 – 4 marks Less detailed but generally accurate Less detailed but generally accurate description that demonstrates relevant knowledge and understanding of social change. There is some evidence of material to address the question.
3 – 2 marks Basic Basic description that demonstrates some relevant knowledge and understanding of social change but lacks detail and may be muddled. There is little evidence of selection of material to address the question.
1 mark Very brief/flawed or inappropriate The candidate provides a description which is very brief or flawed and demonstrates

very limited knowledge of social change.
0 marks No creditworthy material.

Q4.

[AO2 = 4]

Level	Marks	Description
2	3 – 4	Explanation of how psychology / social influence research might affect the economy is clear. There is effective application to the example of eating healthily. The answer is generally coherent with effective use of terminology.
1	1 – 2	There is limited / partial explanation of how psychology / social influence research might affect the economy. There is limited application to the example of eating healthily. The answer lacks coherence. Use of terminology is either absent or inappropriate.
	0	No relevant content.

Possible content:

- Social influence research tells us how behaviour and attitudes can be changed: eg how minority influence can be exerted or how people tend to conform to perceived norms (or reference to any other relevant social influence process).
- In this case, the resulting change of eating more healthily means that people should be more healthy.
- Economic implication: eg saves health service / care resources; means less time off work sick.

Credit other relevant information.

Q5.

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:

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- 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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- Content appears as a bulleted list
- No IDA expectation in A Level essays, however, credit for references to issues, debates and approaches where relevant.

AO2 = 4

Unlike majority influence, which maintains the status quo, minority influence brings about social change. If a minority is consistent, flexible and non-dogmatic, they can challenge the beliefs held by the majority. Over time, through the snowball effect the minority becomes the majority and their beliefs become widely held. Sometimes through social crypto-amnesia, the original source of the influence is forgotten. Candidates may refer to research such as that by Moscovici, but the focus of the answer should be on explaining social change, rather than on describing his research itself.

AO2 Explanation of minority influence in social change
4 marks Effective explanation Effective explanation that demonstrates sound knowledge of the role of minority influence in social change.
3 marks Reasonable explanation Reasonable explanation that demonstrates knowledge of the role of minority influence in social change.
2 marks Basic explanation Basic explanation of the role of minority influence in social change.
1 mark Rudimentary Rudimentary, muddled, explanation of the role of minority influence in social change demonstrating very limited knowledge.
0 marks No creditworthy material.

Q6.**[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.
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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.

Q7.

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- 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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- Content appears as a bulleted list
- No IDA expectation in A Level essays, however, credit for references to issues, debates and approaches where relevant.

AO2 = 6

Social change occurs when a minority view challenges the majority view and is eventually accepted as the majority. This can take place in several ways, such as social impact theory, the snowball effect, social cryptoamnesia, or the views and beliefs of a powerful individual.

Research into minority influence by Moscovici and Nemeth can be used to explain how this change happens. In the example of recycling, while the idea started with the minority of individuals, it is now a common behaviour (majority influence). Many schools are now actively teaching the importance of recycling and local authorities are introducing new schemes to encourage recycling. The majority of homes in the country have some form of recycling facility provided by their local authority. Through the snowball effect, what was originally a minority belief, the importance of recycling, has become a majority behaviour and accepted as the social norm.

Candidates need to use their knowledge of how social change occurs and apply it to recycling.

Candidates may draw on other parts of the specification, such as attitude change, the role of the media and if it is sound psychology, this can clearly gain credit.

6 marks Effective analysis and application Effective explanation that demonstrates sound knowledge of the psychology of social change as applied to recycling.
5 – 4 marks reasonable analysis and application Reasonable explanation of the psychology of social change as applied to recycling.
3 – 2 marks Basic analysis and application Basic explanation of the psychology of social change.
1 mark Rudimentary analysis of unfamiliar situation Rudimentary, muddled consideration of the psychology of social change, demonstrating very limited knowledge.
0 marks No creditworthy material.

Q8.

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:

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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 ways in which psychology might explain this social change and examiners should be prepared to credit any relevant explanation. For example, a small minority could slowly persuade the majority to change their views on smoking. The minority would need to be consistent, flexible etc. The snowball effect explains how this change gathers momentum and gradually the minority becomes the majority and people now conform to the majority view.

Eventually the Government passes a popular law and thus obedience can explain the change.

Candidates could also include explanations that include informational social influence: people are influenced by those with more knowledge, in this case scientists and doctors who tell us that smoking is bad for our health!

To access the top band, candidates must explicitly engage with the stimulus material.

AO2 Application of Knowledge and understanding
<p>4 marks Accurate and reasonably detailed Effective explanation and effective application of knowledge to the psychology of social change. There is appropriate selection of material to address the question.</p>
<p>3 marks Less detailed but generally accurate Reasonable explanation and application of knowledge to some aspects of the psychology of social change. There is some evidence of selection of material to address the question.</p>
<p>2 marks Basic Basic explanation with very limited application of knowledge to the psychology of social change. There is little evidence of selection of material to address the question.</p>
<p>1 mark Very brief/flawed or inappropriate Rudimentary, muddled, explanation. Knowledge very limited and not applied to the psychology of social change. Selection and presentation of information is largely or wholly inappropriate.</p>
<p>0 marks No creditworthy material.</p>