

Social Influence – Knowledge Organiser

Questions to ask yourself: What is the difference between conformity and obedience? Are we always accountable for our own actions? How might the presence of other influence our behaviour?

Key Theories	Summary	Strength	Weakness
Milgram's Agency Theory	<ul style="list-style-type: none"> We exist either in an agentic or autonomous state. 	<ul style="list-style-type: none"> Supported by research. 	<ul style="list-style-type: none"> Offers an 'obedience alibi'.
Adorno's Authoritarian Personality	<ul style="list-style-type: none"> People with an authoritarian personality are more likely to follow orders. 	<ul style="list-style-type: none"> Findings are based on a flawed questionnaire. 	<ul style="list-style-type: none"> Other factors may explain the link between obedience and the authoritarian personality.

Key Studies	Summary	Strength	Weakness
Asch's Line Study	<ul style="list-style-type: none"> To investigate group pressure in an unambiguous situation. 	<ul style="list-style-type: none"> 	<ul style="list-style-type: none"> Artificial task Can't be generalised
Piliavin's Subway Study	<ul style="list-style-type: none"> To investigate if characteristics of a victim affect help given in an emergency. 	<ul style="list-style-type: none"> High ecological validity. Uses qualitative and quantitative data. 	<ul style="list-style-type: none"> Can't be generalised.

	Key Term	Definition
1	Conformity	When a person's behaviour or thinking changes as a result of real or imagined group pressure.
2	Confederate	An individual in an experiment who is not a real participant and has been instructed how to behave by the researcher.
3	Dispositional factors	Explanations of behaviour in terms of an individual's personality.
4	Social factors	Explanations of behaviour in terms of an individual's 'social world'.
5	Locus of control	The sense of what directs events in our lives. Internal = responsible for self. External = a matter of luck or outside forces.
6	Obedience	When a person acts in response to a direct order from a perceived authority figure.
7	Agency Theory	Explains obedience in terms of whether an individual is making their own free choices or acting as an agent for an authority figure.
8	Agentic State	A mental state where we feel no personal responsibility for our behaviour because we believe ourselves to be acting for an authority figure.
9	Autonomous State	Being aware of the consequences of one's own actions and therefore taking voluntary control of one's own behaviour.
10	Authority	The power or right to give orders and expect obedience.
11	Authoritarian Personality	A person who is especially susceptible to obeying people in authority. Submissive of those of higher status. Dismissive of inferiors.
12	Cognitive Style	The way a person tends to think about the world.
13	Bystander Behaviour	The observation that the presence of others reduces the likelihood that help will be offered in an emergency situation.
14	Prosocial Behaviour	Behaviour which is beneficial to other people, and may not necessarily benefit the helper.
15	Antisocial behaviour	Behaviour which is harmful to other people.
16	Collective behaviour	Behaviour that emerges when a group of people join together.
17	Deindividuation	A psychological state in which an individual loses their personal identity and takes on the group identity of those around them.
18	Social Loafing	Individuals make a reduced individual effort when they are part of a group.

