

## Psychology Knowledge Organiser – Social Influence



### Core knowledge

- Types of conformity: internalisation, identification and compliance.
- Explanations for conformity:  
informational social influence and

normative social influence, and variables affecting conformity including group size, unanimity and task difficulty as investigated by Asch.

- Conformity to social roles as investigated by Zimbardo.
- Explanations for obedience: agentic state and legitimacy of authority, and situational variables affecting obedience including proximity and location, as investigated by Milgram, and uniform. Dispositional explanation for obedience: the Authoritarian Personality.
- Explanations of resistance to social influence, including social support and locus of control.
- Minority influence including reference to consistency, commitment and flexibility.
- The role of social influence processes in social change.

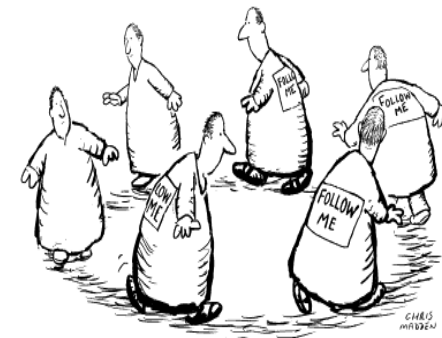
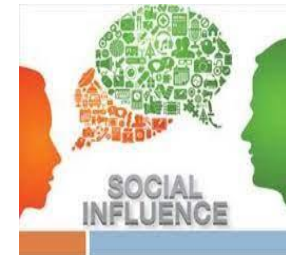
### Key words

Conformity  
Internalisation  
Identification  
Compliance Informational Social Influence (ISI)  
Normative Social Influence (NSI)  
Confederates  
Unanimity

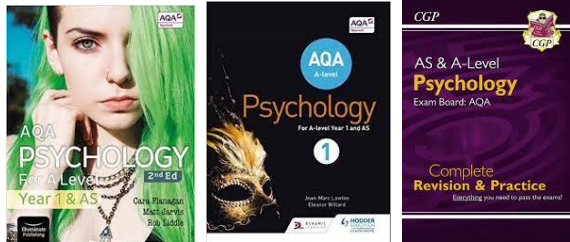
Obedience  
Social Roles  
De-Individuation  
Autonomous State  
Agentic State  
Legitimacy of Authority  
Binding Factors  
Situational Variables  
Proximity  
Destructive Authority  
Authoritarian  
Personality  
Social Support  
Locus of Control

Minority Influence  
Consistency  
Commitment  
Flexibility

The Snowball Effect  
The Augmentation Principle  
Gradual Commitment  
Social Cryptoamnesia



## Wider reading



<https://www.simplypsychology.org/a-level-social.html>

<https://www.tutor2u.net/psychology/topics/social-influence>

<https://www.physicsandmathstutor.com/psychology-revision/a-level-aqa/social-influence/>



## Exam Skill

Analyse	Separate information into components and identify their characteristics.
Calculate	Work out the value of something
Choose	Select from a range of alternatives.
Comment	Present an informed opinion.
Compare	Identify similarities and/or differences.
Complete	Finish a task by adding to given information.
Consider	Review and respond to given information.
Describe	Give an account of.
Design	Set out how something will be done.
Discuss	Present key points about different ideas or strengths and weaknesses of an idea.
Distinguish	Explain ways in which two things differ. Provide detail of characteristic that enable a person to know the difference between ...
Draw	Produce a diagram.
Evaluate	Judge from available evidence.
Explain	Set out purposes or reasons.
Explain how	Give a detailed account of a process or way of doing something.
Explain why	Give a detailed account of reasons in relation to a particular situation.
Identify	Name or otherwise characterise.
Give	Produce an answer from recall or from given information.
Justify	Provide reasons, reasoned argument to support, possibly provide evidence.
Label	Provide appropriate names on a diagram.
Name	Identify using a recognised technical term.
Outline	Set out main characteristics.
Select	Choose or pick out from alternatives.
State	Express in clear terms.
Suggest	Present a possible case/solution.
Which is	Select from alternatives.
What is meant by	Give a definition.
Write	Provide information in verbatim form.

