**Explanations of conformity**

**Q1.** Read the item and then answer the question that follows.

|  |  |
| --- | --- |
|   | Polly always checks what her friends are going to wear before she gets ready to go out because she does not like to be the odd one out.Jed watches his colleagues carefully when he starts a new job so that he can work out where to put his things and how long to take for lunch. |

Discuss **two** explanations for conformity. Refer to Polly and Jed in your discussion.

**(Total 12 marks)**

**Q2.** Josie, Hana and Caitlyn have just started new jobs and all three are keen to do well. Josie laughs a lot at the jokes her colleagues tell, even though she does not always find them very funny. Hana observes her colleagues closely and makes sure that she completes the work in the same way that they do, so that she does not make any mistakes. Caitlyn prefers to learn through trial and error. She believes that by trying and by making mistakes, she will really understand what she is doing.

Which girl’s behaviour is being influenced by normative social influence and which girl’s behaviour is being influenced by informational social influence? Justify both choices.

.................................................................................................................................

.................................................................................................................................

.................................................................................................................................

.................................................................................................................................

.................................................................................................................................

.................................................................................................................................

.................................................................................................................................

.................................................................................................................................

.................................................................................................................................

.................................................................................................................................

.................................................................................................................................

...............................................................................................................................(6)