**Conformity questions**

**Q1.** Explain what is meant by compliance.

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**Q2.** (a)     Outline **one** method that psychologists have used to study conformity.

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(b)     Explain **one** limitation of this method.

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(c)     Suggest an appropriate way of overcoming this limitation.

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**Q3.** Jan and Norah have just finished their first year at university where they lived in a house with six other students. All the other students were very health conscious and ate only organic food. Jan had listened to their point of view and now she also eats only organic food. Norah was happy to eat organic food while in the house, but when she went home for the holidays she ate whatever her mother cooked. Both girls conformed, but for different reasons.

Explain which type of conformity **each** girl was showing.

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**(Total 4 marks)**

**Q4.**

Which **two** of the following are types of conformity? Shade **two** boxes only. (2)

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| --- | --- | --- | --- |
|   | A | Agentic state |   |
|   | B | Compliance |   |
|   | C | Group size |   |
|   | D | Identification |   |
|   | E | Unanimity |   |

**Q5.** Explain what is meant by internalisation.

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 **Q6.** Which of the following terms best matches the statements below? Choose **one** term that matches **each** statement and write A, B, C, D or E in the box next to it. Use each letter once only. (4)

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| --- | --- | --- |
|   | A | Identification |
|   | B | Informational social influence |
|   | C | Normative social influence |
|   | D | Compliance |
|   | E | Internalisation |

|  |  |  |  |
| --- | --- | --- | --- |
|   | (a) | Publically changing behaviour whilst maintaining a different private view. |   |
|   | (b) | Group pressure leading to a desire to fit in with the group. |   |
|   | (c) | When a person lacks knowledge of how to behave and looks to the group for guidance. |   |
|   | (d) | looks to the group for guidance.  |   |

**Q7.** Discuss research into conformity. **(Total 8 marks)**