

# Scheme of Learning: Social influence

## Topic Sequence:

1	2	3	4	5	6	7	8
Conformity	Factors affecting conformity	Obedience	Authoritarian personalities	Factors affecting obedience	Prosocial behaviour	Crowd and collective behaviour	Factors affecting crowd behaviour

## Topic Overview:

This topic is a study of human behaviour and how that behaviour can and is changed. As always we will look at selected studies and theories that reveal aspects of human behaviour this time in the fields of conformity, obedience, prosocial behaviour and crowd and collective behaviour. The studies are linked not only in how they describe specific behaviours but in how they can all be explained by social and dispositional factors.

## Lesson Sequence:

The topic starts by recreating Asch's study of conformity. As with all studies, students are expected to be able to describe, evaluate and apply Asch's research methods and findings. Asch looked at a number of factors including the number of confederates, the number of participants and whether answers were given aloud or anonymously. These factors lead onto the discussion of social factors (external) and dispositional factors (internal) that affect our behaviour and the likelihood that we will conform.

The transition is then made to the topic of obedience and the idea of authority. We begin by looking at Milgram's famous experiments. This experiment is not one that is included in the exam boards specification but it is one that is useful when evaluating other studies and theories and can be directly linked to Milgram's agency theory. Adorno's theory of The Authoritarian personality is next. This study highlights a particular dispositional factor that affects obedience. We talk about Adorno's original questionnaire, it's failings and the themes it addresses that are worth discussion. Some questions have aged very badly and so it is important we discuss the change in cultural attitudes. The topic of obedience is rounded off again by highlighting the social and dispositional factors that effect this behaviour.

Next we move on to prosocial behaviour and Piliavin's subway study. This study looks at how the appearance of a person affects the likelihood of them being helped. With this introduction to prosocial behaviour we look at other social and dispositional factors that make a person more likely to help another in need.

Finally this links to crowd and collective behaviour and how deindividuation changes how a person acts in a group. Whilst doing this we look at behaviours such as social loafing, antisocial behaviour and riots. The Tottenham Court riots and the Bristol riots are used to highlight the strengths and weaknesses of using case studies in this area.

## Sequence of Lessons:

1	Topic intro – Knowledge map & study guide
2	Asch's study of conformity
3	Evaluating Asch's study of conformity
4	Social and dispositional factors of conformity
5	Obedience
6	Evaluating Milgram's experiment
7	Milgram's Agency Theory
8	Adorno's theory of The Authoritarian Personality
9	Piliavin's Subway Study
10	Prosocial behaviour
11	Evaluating Piliavin's Subway Study
12	Crowd and collective behaviour
13	Case studies
14	Social and dispositional factors effecting group behaviour

## Topic Resources:

<b>Knowledge Map:</b>	Social Influence	<b>Any other Resources:</b>	Study guide
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## Assessment:

<b>Knowledge:</b>	Mid topic test – 20Marks End of topic – 20Marks Assessment – 10Marks
<b>Application of Knowledge:</b>	Longer written apply questions as part of end of topic assessment – 26Marks

## Supportive Reading:

<b>Asch's study of conformity</b>	A study looking at how various factors, including group size, affect the likelihood of conformity.
<b>Milgram's Agency theory</b>	A theory suggesting how agency, free will and personal responsibility, can be affected by authority.
<b>Adorno's theory of The Authoritarian Personality</b>	A theory that describe the main features of a person with an authoritarian personality and how that personality is formed.
<b>Piliavin's Subway study</b>	A study looking at prosocial behaviour and bystander apathy.