1.3 Situational Variables in Obedience: Proximity, Location and Uniform: 10-minute Pack

AQA 7182 · about 10 minutes

Total Marks

Name: _____ Date: ____ / ____ / _____

Answer ALL questions.

1 Outline the proximity variable in Milgram's obedience variations and give the specific obedience percentage found when the 'teacher' had to force the learner's hand onto the shock plate (the touch-proximity condition). Name the variable, describe the touch-proximity manipulation, and quote the reported obedience rate.

(Total for Question 1 is 3 marks)

2 Calculate the percentage decrease in obedience when Milgram moved from his Yale laboratory baseline (about 65% obedience) to the run-down Bridgeport office building condition (about 47.5% obedience). Give your answer to 1 decimal place and show the calculation.

(Total for Question 2 is 2 marks)

3 Outline one strength of using Bickman's field experiment as supporting evidence for Milgram's uniform variation. Explain why this strengthens the external validity or ecological validity of Milgram's finding.

(Total for Question 3 is 3 marks)

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Mark scheme · 1.3 Situational Variables in Obedience: Proximity, Location and Uniform: 10-minute Pack

Question 1

identifies proximity as the variable concerned with how physically or psychologically close the learner and experimenter were to the teacher oe	**M1**
describes the touch-proximity manipulation as the teacher having to place the learner's hand on the shock plate oe	**M1**
gives the obedience rate for the touch-proximity variation, about 30% cao	**B1**

Answer: Proximity refers to how physically or psychologically close the learner and experimenter were to the teacher. In the touch-proximity condition, where the teacher had to force the learner's hand onto the shock plate, obedience fell to about 30%.

Question 2

shows the calculation: (65 - 47.5) / 65 x 100 oe	**M1**
gives the correct answer to 1 dp: 26.9% cao	**A1**

Answer: Percentage decrease = (65 - 47.5) / 65 x 100 = 17.5 / 65 x 100 = 26.923...% = 26.9% (1 dp).

Question 3

identifies a strength such as higher ecological validity or real-world setting oe	**M1**
explains how the field setting reduces laboratory artificiality compared with Milgram's lab variations oe	**M1**
explains why this matters, e.g. it increases confidence that uniform effects on compliance generalise beyond Milgram's laboratory participants to everyday contexts oe	**A1**

Answer: A strength is that Bickman's field experiment was conducted in natural settings, increasing ecological validity compared with laboratory variations. This matters because it suggests the effect of uniform on compliance is not just an artefact of lab conditions but can occur in everyday interactions, strengthening generalisability of Milgram's uniform finding.

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