1.7 Conformity: types, explanations, Asch's research and Zimbardo's Stanford Prison Experiment: 10-minute Pack

AQA 7182 · about 10 minutes

Total Marks

Name: _____ Date: ____ / ____ / _____

Answer ALL questions.

1 There are three types of conformity: internalisation, compliance and identification.

(a) Explain what is meant by 'internalisation' as a type of conformity. **(2)**

(b) Explain what is meant by 'compliance' as a type of conformity. **(2)**

(c) Explain what is meant by 'identification' as a type of conformity, and state which of the three types generally results in the most permanent change to a person's private beliefs. **(2)**

(Total for Question 1 is 6 marks)

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Mark scheme · 1.7 Conformity: types, explanations, Asch's research and Zimbardo's Stanford Prison Experiment: 10-minute Pack

Question 1

(a) conforming both publicly and privately, so the person genuinely changes their private opinion/behaviour oe **B1**

(a) the change is usually permanent and persists even when the group is no longer present oe **B1**

(a) Answer: A genuine, private and public change of belief/behaviour that persists even without the group present.

(b) conforming publicly/in behaviour only, while privately disagreeing with the group oe **B1**

(b) the change is temporary and stops once group pressure is removed oe **B1**

(b) Answer: A public-only, temporary change of behaviour; the private opinion stays unchanged.

(c) identification: conforming to the opinions/behaviour of a group because the person values membership of the group, even if the belief is not fully internalised oe **B1**

(c) internalisation cao **B1**

(c) Answer: Identification: adopting a group's views because of valuing membership of that group. Internalisation produces the most lasting private change.

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