

# Candidate 2 evidence

## 2. Conformity and Obedience

a) Informational social influence is when we conform because of a desire to be right it was identified by Deutsch and Gerrad (1955) alongside normative social influence. Informational influence means that we might give an answer that we do not know is correct because other people said it and we believe, mistakenly or correctly, that they are correct. It contrasts normative social influence which is when we give an answer we know is wrong because we do not want to stand out. Informational social influence could relate to Stanley Milgram's (1963) theory of the Agentic shift which is when we shift moral responsibility over to a perceived legitimate authority if it is because we believe that they know something that we do not.

b) Mori and Arai (2010) was a study into conformity to replicate Asch (1951) using modern technology rather than confederates this is because confederates may not be convincing actors which could weaken the reliability of a study. This means that Mori and Arai (2010) could be more accurate than Asch (1951) as the experiment did not depend on the acting capabilities of regular people. This is a strength of Mori and Arai (2010) as the participants were able to say what they saw with full confidence and were not required to lie in order to make the experiment succeed. However a weakness of this study is that the technology has not been made publicly available which means that it cannot be redone in different areas of the world which reduces the generalisability of this

study as all it currently suggests is the conformity rates between male and female psychology students in Japan which is a tiny subsection of the population.

Mori and Arai (2010) found that women were more likely to conform than men which aligns with what Jenness (1932) found about his own psychology class. This means that Mori and Arai (2010)'s results are backed up by historic research which increases the reliability of Mori and Arai's study as well as solidifying Jenness' findings. These results could mean that women conform more than men which could be based on ancient gender roles as suggested by Eagley (1986) which said that women's roles were more communal while men's roles were more independent hunting trips and the like. However as Japan and America in the 1930s were very socially conservative places this could have impacted the conformity rates of women in particular as the study has not been conducted in socially progressive areas of the world this cannot be refuted or strengthened.

c) Most people wore face masks during the Covid-19 pandemic because legal powers such as politicians, courts and the police instructed people to this means that people wore face masks to obey the law.

People obeyed the law to wear face masks possibly because of their upbringing as authoritarian parenting styles teaches children to be obedient and listen to figures of power or they could have obeyed the legal powers by wearing face masks because they had achieved conventional moral reasoning as discovered by Kelman (1952) which said that conventional moral reasoning is when people do things because it is the law which can be conditioned by parenting styles or by reasoning that the law is beneficial to adhere to.

People might have also worn face masks during the covid-19 pandemic because of coercive power as if you did not wear a mask then you could be issued with a fixed penalty notice which motivated people to obey because most people do not want to pay money.

However many people might also have worn face masks because of reward power as people were allowed to go out and about if they wore a face mask in some places which is desirable to most people.

Most people might also have worn a face mask during the covid-19 pandemic because perceived legitimate authority figures, such as political leaders and doctors told them to as Stanley Milgram showed in 1963 that 65% of people listened to a perceived legitimate authority.