

Candidate 1 evidence

A Describe behaviour associated with a chosen psychological topic. (maximum of 2 marks available)

Social psychology is the study of human behaviour. To find out why people act the way they do and what can affect this. One area studied in psychology is communication. There are two types: verbal and non-verbal. Verbal communication is conveying information to others using words. Non-verbal communication is trying to get your message across to others without the use of words, instead using other methods.

There are various types of NVC, such as body language and facial expressions. For example, gestures are bodily movements with meaning, like nodding your head or putting your thumbs up in agreement. However these movements have different meanings in places around the world. The okay sign in the UK means money in Japan, but in Brazil, it is viewed as offensive. Another type of NVC is eye contact, which is when you look into someone's eyes but aren't staring at them. This is used to show dominance, attraction, interest and deception.

B Explain features of the topic with reference to psychological research evidence (maximum of 8 marks available)

The idea of “Nature” is that Non-verbal communication is innate, that we are born knowing it. Ekman and Friesan (1971) aimed to find out if facial expressions are universal, the same around the world. The method used was a field study, using over 300 participants in the south fore tribe, in Papua New Guinea. Their task was to match up the facial expressions to a story. There were 6 main facial expressions: happy, sad, angry, fear, surprise and disgust. The result was that they had successfully matched all expressions in the same way as participants from America had. These results show that there are 6 universal facial expressions. They had no contact with the outside world and had not been able to learn anything from other sources like a tv. This backs up the idea of “nature” as the tribe must have been born knowing NVC, as they could not learn it from other people. Another study is Matsumoto (2009). The aim was to establish if facial expressions are innate or if we learn them from others. The method was that Matsumoto compared the facial expressions of athletes that were blind from birth or became blind that competed at the Paralympic games, to the athletes who were sighted and competed at the Olympic Games. The result was that there was no cultural difference between their expressions and how they reacted. This backs up “nature” theory as people who are blind are unable to see how other people use non-verbal communication, so couldn't have learnt them from others. They must have had an understanding on what facial expressions to use in certain situations, for example how the blind athletes had the same fake social smile when losing to those who were sighted.

The idea of “Nurture” in NVC is that we are born with no knowledge of non-verbal communication as we start off with a blank slate. We learn from others as we grow up and see how to use NVC, for example gestures or facial expressions. The aim of Yuki (2007) was to find out if different cultures look at different parts of the face when judging how happy people look. The method used was a survey and got 200 people from both Japan and the USA to complete it. They had to rate emoticons from a scale of 1-9 on how happy they thought it looked. The result was that participants from Japan rated the happier eyes higher, however participants from the Usa thought the opposite, rating the happy mouths higher. This backs up the idea of “Nurture” as people from different areas perceive non-verbal communication the way they have been taught from those who surround them in their lives. We are not born knowing NVC as every action may have different meanings to certain people.

C Describe an aim for research on this topic (maximum of 1 mark available)

This study aims to investigate if Scottish people look more to the eyes or mouth when deciding how happy a face is.

D Give an experimental / alternative hypothesis for the proposed research study (maximum of 2 marks available)

There will be a difference in participants rating of happiness (1-9) depending on the combination of eyes and mouths of the emoji shown.

E Describe a suitable research plan, including method, sampling, variables and procedures (maximum of 12 marks available)

Variables

In the current research, the independent variable is the emoji faces, with different combinations of happy or sad eyes and mouths (with the same emoji's as Yuki 2007). The dependent variable is the ratings in the survey results of how happy participants judge the emoji to look (1-9). One potential extraneous variable is that participants may copy each other's answers. This would be controlled by asking one participant to do the survey at one time. Another potential extraneous variable would be the age of the participant since they will have different experience of emoji's. This would be controlled by choosing participants around the same age.

Method

This study will use both experimental and non-experimental methods as it will gather data using a lab experiment with a survey within it. A lab experiment (experimental) is an area that allows the experimenter to control as many variables as possible. This study will be done in a classroom setting and every participant will have the same experience with set instructions. One advantage of using a highly controlled lab experiment is that the results are more reliable as it can easily be repeated. This is best for me as I can ensure participants don't discuss answers. The results allow us to see whether the changes to the independent variable have an impact on the dependent variable. A disadvantage of this method is that it's an artificial task as it would not likely happen in real life. The task lacks mundane realism since it does not use real faces.

Within the lab conditions, participants will get a survey with the emoji's on it and will rate each one on a scale of happiness between 1-9. One advantage of surveys is that it's a quick and cheap way of gathering data. It is easy to get a large number of participants, so are able to gather a more reliable set of results. This study can be easily repeated with different participants and can easily be analysed because it's a closed set of questions. This is the best option for me as I am repeating the Yuki (2007) study and this was how he gathered his data, so it will allow results to be compared to his in Japan and USA.

Sampling

This study will use opportunity sampling to find participants to take part in this experiment. An available group of people will be asked to participate in this study and an advantage of this is that it is inexpensive and easy. I will just get people in my school who are free at lunch time to come and participate. It may not be as time consuming as other methods however the results can be impacted from research bias as certain types of people may be approached. This is better than random sampling as it takes less time for me doing a school project and I would not have a full list of the target population.

Procedure

This experiment will collect quantitative data (ratings of happiness). One strength of using this method is that it can be easily analysed as graphs can be used to collect data.

Participants will be told they are going to rate how happy emoji's look and will fill out a consent form if happy to take part. Participants will be asked to take part in a questionnaire on google forms. They will answer questions truthfully and will be shown six emoji's (see appendix) with a different combination of happy/sad eyes/mouth like Yuki's study and asked to rate them on a scale of happiness between 1-9. They will then be debriefed and they will submit their answers.

F Describe ethical issues and ways of addressing these in the research plan (maximum of 4 marks available)

This study will make sure that all BPS ethical guidelines are met. This study will be confidential because when participants are filling out the digital survey, their details such as email address will not be taken. There will not be a box to put their name in so it will be anonymous and meets the consent of the person. This study will use emoji faces and not real life photos of distressing human faces, so will not cause any mental harm to the participant. They are answering privately on a survey so won't feel judged by others. This means that they are protected from harm. This study will let participants miss out questions if they feel uncomfortable answering them. They will have the option to answer what they want so have the right to withdraw at any time. This study will require consent from every

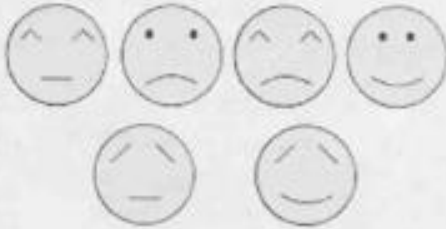
G References (maximum of 1 mark available)

Yuki <https://online-learning-college.com/knowledge-hub/gcses/gcse-psychology-help/yuki-et-al/>

Ekman and Friesan - <https://psycnet.apa.org/record/1971-07999-001>

Matsumoto - <https://psycnet.apa.org/record/2008-18683-001>

The emoticon faces that will be used for participants



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F Describe ethical issues and ways of addressing these in the research plan (maximum of 4 marks available)

- One of the ethical issues necessary for this experiment was deception participants will be told at the start of the experiment that it was investigating visual perception and afterward will be told that, it was about conformity. however, this needs to be recognized as being necessary to gain accurate results. However, participants may feel uncomfortable with this and may feel negatively about the fact that they had conformed. To protect the participants from harm, they will have it explained to them that to conform is normal human haviour and then allow them to ask any questions that they may have during the debrief. After the experiment is finished. They will also be given contact information if they have any further questions regarding the experiment or the results.
- Another ethical issue could be protection from harm, because the participants may feel embarrassed or self-conscious about that fact that they conformed and may not feel comfortable with people knowing this, to help with this issue participants names and personal information will be kept confidential and participants will be referred to as a number, no names or personal information will be published or have any part of the results it will all be anonymous in order to protect participants identities.

G References (maximum of 1 mark available)

<https://www.bps.org.uk/research-digest/aschs-conformity-study-without-confederates>

(PDF) A Questionnaire Analysis of the Asch Experiment without Using Confederates (researchgate.net)

(Mori and Arai study conformity)

<https://www.tutor2u.net/psychology/reference/conformity-jenness-1932>

Major studies of conformity (ukessays.com)

(Jenness 1932 study conformity)

[PSYCHOLOGY | English meaning - Cambridge Dictionary](#)
(definition of psychology)