

Exercise walk-through

Psychology of Social Situations ■ 4.3

eXercise

You must be able to

- distinguish **normative** 规范性 from **informational** 信息性 social influence
- state the factors that raise or lower **obedience**
- describe **social facilitation** 社会助长 and **social loafing** 社会惰化
- explain **groupthink** 群体思维, **group polarisation** 群体极化 and the **bystander effect** 旁观者效应

Method — Two reasons to conform

Normative influence: going along to be accepted, even when you privately disagree.

Informational influence: going along because you believe the group knows better.

Method — What changes obedience

Obedience rises with a legitimate and physically present authority, and with distance from the victim; it falls sharply when the authority is remote, when a peer refuses, or when the victim is close and visible.

Method — Facilitation and loafing

The presence of others **improves** performance on easy, well-learned tasks and **impairs** it on hard ones. In a group where individual effort is not identifiable, people contribute less — **social loafing**.

Method — Three group effects

Groupthink: a cohesive group suppresses dissent to preserve agreement. **Group polarisation:** discussion moves a group toward a more extreme version of its initial leaning. **Bystander effect:** the more witnesses present, the less likely any one intervenes, because responsibility is diffused.

Practice 2.1 ■ 2 marks

State the difference between normative and informational influence.

Solution 2.1

Method: Two reasons to conform

Worked steps

normative: conforming to be accepted despite private disagreement **B1**; informational: conforming because the group is believed to be right **B1**.

Practice 2.2 ■ 2 marks

State two conditions that reduce obedience.

Solution 2.2

Worked steps

any two of: the authority is remote rather than present; a peer refuses; the victim is close and visible; the authority lacks legitimacy **B2**.

Practice 2.3 ■ 1 mark

A student performs a well-practised piece better in front of an audience but a new one worse.

- (a) Name the effect.
- (b) State the factor that decides the direction.

Solution 2.3

Worked steps

(a) social facilitation **B1**. (b) task difficulty: easy or well-learned tasks improve, hard or new ones are impaired **B1**.

Exam-style 3.1 ■ 1 mark

Failing to help because many others are present illustrates

- A** groupthink
- B** the bystander effect
- C** social facilitation
- D** normative influence

Solution 3.1

Method: Three group effects

- A groupthink
- B the bystander effect** 
- C social facilitation
- D normative influence

Worked steps

- B. responsibility is diffused among the witnesses.**

Exam-style 3.2 ■ 1 mark

A committee that suppresses doubts to preserve agreement shows

A group polarisation

B groupthink

C social loafing

D informational influence

Solution 3.2

Method: Three group effects

A group polarisation

B groupthink 

C social loafing

D informational influence

Worked steps

B. cohesion and the desire for agreement suppress dissent.

Exam-style 3.3 ■ 1 mark

A group project is graded only as a whole.

- (a) Name the likely effect on individual effort.
- (b) Suggest one change to the assessment and justify it.

Solution 3.3

Worked steps

(a) social loafing **B1**. (b) assess individual contributions as well as the group product **B1**, because effort falls when individual contribution is not identifiable **B1**.