Social Psychology

Introduction on social psychology for example this article will explain why people conform in society, looking at the key terms of….. and it will discuss the research of… etc. Section 1.1 PSYCHOLOGICAL EXPLANATIONS IN SOCIAL PSYCHOLOGY. YOU NEED TO EXPLAIN HOW INDIVIDUALS ARE INFLUENCED BY OTHER MEMBERS OF THEIR SOCIAL WORLD, DESCRIBING AT LEAST FIVE KEY TERMS AND BY GIVING EXAMPLES FOR EACH ONE. E.g. Social Influence, Majority Influence, Conformity, Obedience Obedience is doing what someone in authority tells you to do. Section 1.2 EVALUATION OF CONTRASTING RESEARCH EVALUATE TWO CONTRASTING PIECES OF RESEARCH Minority Influence (Moscovici) and Majority Influence (Jenness, Asch or Sherif) Remember to evaluate – So give the strengths, weaknesses and/or criticisms of these studies. Section 2.1 ETHICAL ISSUES IN CONTROVERSIAL RESEARCH DISCUSS SOME OF THE ETHICAL ISSUES WHICH HAVE ARISEN IN SOCIAL PSYCHOLOGY? Describe Zimbardo and Milgram’s research (using the format APFCC (Aim, Procedure, Findings, Conclusions, Criticism). but remember to reference them. Then compare the ethical issues with the above studies. Remember to describe all 6 ethical issues, e.g. confidentiality, debriefing, etc. Section 2.2 COST BENEFIT ANALYSIS ASSESS WHETHER OUR UNDERSTANDING OF BEHAVIOUR OUTWEIGHS PSYCHOLOGICAL HARM. Explain what psychological harm is and describe what cost and benefit are in psychological research. Then perform a cost-benefit analysis on Zimbardo or Milgram’s research, so apply your knowledge of cost benefit to a piece of research. Conclusion, summary of all the main points