Saving the World
SETCs
Exam Review

Exam consult:
- Please post and answer ?s in the discussion forum (which I will also monitor periodically)
- Face to face consult  Monday 6 June, 4-5pm
- Friday 10 June, 11am-12 and 4pm-5pm
- Or by appointment

Saving / changing the world

- Minority influence
- Tipping points
- Psychology’s influence on the world
CONFORMITY

Conformity: A change in beliefs or behaviours in response to group influence, when the group does not directly request the change.

Asch (1952) gave a group of students a picture of a vertical line. They were then given a second picture of three vertical lines. Which of the three lines matches the length of the original line?

A   B   C

The answer is clearly B, yet all the other people in the group (paid confederates) pick Line A. What do you do?
Results: Asch (1951, 1952, 1956)

50% agreed with incorrect majority on 6 or more of the 12 trials
28% agreed with the majority on 8 or more trials
8% always conformed with the incorrect majority
75% conformed on at least one trial

Why did people conform?

1. Participants knew they were out of step with group, but felt their own perceptions must have been inaccurate and the group’s perception correct
2. Some participants reported that they actually saw the lines as the group did
3. Other participants did not believe the group was correct but simply went along with the group in order to fit in
Why did people conform?

1. Participants knew they were out of step with the group, but felt their perceptions must have been inaccurate and the group’s perception correct
   *Informational influence*
2. Some participants reported that they actually saw the lines as the group did

3. Other participants did not believe the group was correct but simply went along with the group in order to fit in
   *Normative influence*

Minority influence

What would happen if everyone conformed all the time?

The world changes rapidly, so there *must* be processes operating against majority influence
Conformists v/ non-conformists

“conformity is the jailer of freedom and the enemy of growth”

John F. Kennedy

“They (non-conformists) are the heroes of mankind—artists, rulers, saints, scientists, and philosophers who inspire and lead, search and enlighten, and whose lives stand out as examples to the unrecognised potentials within all of us”

Serge Moscovici (1994, p. 241)

How do minorities produce change?

Serge Moscovici’s “genetic” model

- influence is not unilateral but reciprocal (i.e., minorities and majorities influence each other)
- influence creates social change as well as social control
- influence is related to the production and resolution of conflict
  - people do not like conflict
  - minority exploits this by creating, accentuating, or drawing attention to conflict
  - only way to reduce conflict is for the majority to change
- key to the success of minority lies in **behavioural style**
How do minorities produce change?

- Most important component of behavioural style is consistency. Minorities must propose a clear position on an issue and hold firmly to it.

- Two aspects to consistency
  - diachronic consistency = consistency over time
  - synchronic consistency = consistency within the minority

Effects of a consistent minority

1. disrupts the majority norm
2. draws attention to the minority as an entity
3. draws attention to an alternative point of view
4. demonstrates certainty and commitment to that point of view
5. highlights that the only solution to conflict is adoption of the minority point of view
Empirical Evidence

- Moscovici, Lage, & Naffrechoux (1969)
  - variation on Asch paradigm, in which there were only 2 confederates in a 6-person group.
  - presented with blue slide (varying in intensity) and asked to name the colour.
  - 3 conditions:
    1. Control (6 naïve participants – no confederates)
    2. Inconsistent minority (confederates said “green” 2/3 of time + “blue” 1/3 of time)
    3. Consistent minority (confederates always said “green”)

Moscovici et al. (1969)

![Graph showing percentage of green responses across experimental conditions](image)
Other style factors

Investment
- minorities are more effective if they are seen to have made significant personal or material sacrifices for their cause

Other style factors

Autonomy
- minorities are more effective if seen to be acting out of principle rather than from ulterior motives
Other style factors

Rigidity/flexibility

- a minority that is too rigid risks being rejected as dogmatic
- but, a minority that is too flexible risks being rejected as inconsistent

Rigidity v/ flexibility

Nemeth & Brilmayer (1987) conducted a mock jury study in which participants decide $ damages in a ski-lift accident

3 conditions......
- consistent minority
- early compromise minority—shift toward majority position early in the negotiation
- late compromise minority—shift toward majority position late in the negotiation

It was the late compromise minority who were most influential.
Group membership and minority influence

- groups with minority viewpoints often stigmatised by wider society (e.g., greenies, hippies)
- minorities might be more effective if viewed by the majority as part of the ingroup
- The trick is to establish ingroup credentials upfront before majority begins to criticize
- Evidence?

David & Turner (1996)

Targets of influence were......
- conservationists or individuals identified with the timber industry

Exposed to a pro-logging or pro-conservation message from either....
- “Friends of the Forest” or “Friends of the Timber Industry”

Who were represented as either a......
- minority or majority group

DV......
- attitudes to logging rainforest before, immediately after, and three weeks after the influence message
The dual process model of minority influence (Moscovici, 1980)

According to Moscovici (1980), minorities and majorities exert influence through different processes.

Majority influence tends to be direct public compliance
- accepted passively without too much thought
- little or no private attitude change
- short-term change
- more on direct measures

Minority influence tends to be indirect, latent, private change
- more enduring
- may be delayed or on indirect measures
- result of cognitive conflict + thinking about ideas of minority
- occurs through a process of conversion and validation
“the minority is always stronger than the majority, because the minority is generally formed by those who really have an opinion, while the strength of the majority is illusory, formed by the gangs who have no opinion”

Soren Kierkegaard (1850)

Evidence for the dual process model

Maass & Clark (1983, 1986) examined simultaneous exposure to majority and minority positions on issue of gay rights.

3 conditions……
- majority anti / minority pro
- control
- minority anti / majority pro

post discussion attitudes were either……
- public
- private
Evidence for the dual process model:

Tipping points

Tipping points are “the levels at which the momentum for change becomes unstoppable”

According to Gladwell (2000), there are three agents for change (or “rules of epidemics”):

(1) The law of the few
(2) The stickiness factor
(3) The power of context
The law of the few

“The success of any kind of social epidemic is heavily dependent on the involvement of people with a particular and rare set of skills” (Gladwell, p.33)

Connectors know large numbers of people and who are in the habit of making introductions. Connectors usually know people across an array of social, cultural, professional, and economic circles, and make a habit of introducing people who work or live in different circles.

Mavens are information specialists who accumulate knowledge and are willing to share it. Often the first to pick up new trends.

Salesmen are persuaders, charismatic people who make others want to agree with them.

The stickiness factors

The “stickiness factor” is the term Gladwell used for what makes an idea or product memorable or impactful.

Difficult to predict, in advance, what makes a product or idea “sticky”. Some researchers try to reach out for stickiness with sexy phrases, mnemonic devices, or video.

Simple ideas are usually more sticky than complex ones.
The power of context

Small changes in the context of a message can determine whether or not it “tips”.

Social epidemics can fail if the geographic location where they are introduced is wrong or if the current mental state of the population is not prepared for the message.

www.psychologymatters.org

(social) psychology has impacted how we think about and deal with:

- Consumer behaviour
- Driving safety
- Environmental behaviours
- Improving human performance
- Aging
- Memory
- Self-esteem
- Sexuality
- Workplace productivity
- Testing and assessment
- Economic behaviour

- Decision making
- Education
- Health
- Justice and law enforcement
- Parenting
- Well-being
- Prejudice
- Violence
- Trauma and grief
- Relationship success / failure
- Gambling
Media

Huge media interest in psychological research. Almost endless requests to comment on social issues.

The modern academic is trained in press releases, strategies for handling media etc.

Academia (contrary to stereotype) is a good place for entrepreneurs and extraverts.

University education gives you a platform to have a voice.

Week 1

- Overview of the course
Week 2: Group socialization, ostracism, rejection

http://s133702574.onlinehome.us/pictures/blog/host.png

Week 3: Deviance, dissent, criticism


Week 4: Managing ethnic and religious difference

http://www.decani.org/uck4.jpg

http://www.decani.org/251.jpg

Week 5: Prejudice

http://cache.boston.com/bonzai-fba/AP_Photo/2005/12/22/1135277487_7287.jpg
Week 6: Stereotyping

http://artfiles.art.com/images/-/Barbie---Stripes-Poster-C10088159.jpeg
http://www.german-business-etiquette.com/img/12-german-stereotypes300.jpg

Week 7: Prejudice: The target’s perspective

Week 8: Crowd behaviour and collective action

http://www.neptunuslex.com/2006/02/06/a-long-war/

http://www.amny.com/media/photo/2006-03/22501610.jpg

Week 10: The psychology of war & peace

Week 11: Cults, brainwashing, propaganda

http://upload.wikimedia.org/wikipedia/en/1/19/PropagandaNaziJapaneseMonster.gif

Week 12: The individual within the group

http://www.wyes.org/Assets/Images/LocalProd/HighFile/709/20151218/201512181626.jpg
Week 13: Saving the world


http://antwrp.gsfc.nasa.gov/apod/image/0110/galileo_sustermans.jpg

SETCs

- And last student Qs
The exam

- Check out the mini practice exam posted in the assessment section of the course profile
- Check out the full length practice exam posted on the BB site in the Assessment section
- Right answers are not included but if you post draft answers in the discussion forum there is a good chance I can comment them!

Exam

So what precisely is examinable?

All the lecture content and overheads. There are no questions in the exam that come purely from the text or from recommended readings. All the questions are lifted from material covered in the lectures. But bear in mind that the text and other recommended readings can often provide a deeper and broader insight into the lecture material than the lecture notes on their own. The content of tutorials is not going to be examined.
Exam

What is the format of the exam?

The exam consists of 30 multiple choice questions drawn from the lectures in Weeks 2-13. Approximately 2-3 questions have been written for each lecture. Week 1 is included but it is an overview lecture eh.

The multiple choice part of the exam is worth 30% of your overall grade. You also have to complete 2 essay questions. The essay questions are each worth 10% (20% in total). The exam is 2 hours long in total (+ 10 minutes reading time).

Exam

How long should my essays be?

The most important determinant of a mark is how well the response answers the question, not how much is written. You’ll have around 40 minutes to respond to each essay question (presuming that 40 minutes is taken over the multiple choice component) and in that time around 1½ - 3 pages of the exam booklet is typical. But the amount that you need to write will vary considerably from question to question. Don’t spend too much time and effort on the first part of the question – do an outline and pace yourself so you don’t run out of time halfway.
Exam

Do I get a choice in the short essay questions that I answer?

Yes, 4 essay questions have been provided, and you must answer 2 of these. We recommend that you spend your perusal time selecting the essay questions you wish to answer, and sketching out a plan for answering the question.

Exam

Do I need to know names and dates?

No question will require you to regurgitate the name of a researcher, or the year that a study was published. If you do happen to know the names behind major theories, it might be helpful with some of the questions. For example a question might begin “According to Kip Williams’ research on ostracism …”. If you know the name Williams it might help trigger your memory about the theory. But if you know about ostracism, you should be able to answer the question regardless of whether the name rings a bell or not.
And after today ...

Exam consult:
- Monday 6 June, 4-5pm
- Friday 10 June, 11am-12 and 4pm-5pm
- Or by appointment

Assignment 2:
- Due to the early date of the exam, I am not able to post the marks of A2 until afterwards (by Friday 17 June 5pm)
- Assignment feedback sheets can be picked up from Winnifred by appointment

No tutes this week