

Psychology summer transition work

We use an online textbook in psychology: www.illuminate.digital/agapsych1

Student Username: **SMASON**

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This work will get you thinking about some of the first topics of psychology that you will study at A level.

Social Influence

Read the following study

Bickman (1974) investigated the power of uniform in a **field experiment** conducted in New York. Bickman used three male actors: one dressed as a milkman; one dressed as a security guard; and one dressed in ordinary clothes. The actors asked members of the public to following one of three instructions: pick up a bag; give someone money for a parking metre; and stand on the other side of a bus stop sign, which said 'no standing'.

On average, the guard was obeyed on 76% of occasions, the milkman on 47% and the pedestrian on 30%. These results all suggest that people are more likely to obey, when instructed by someone wearing a uniform. This is because the uniform infers a sense of legitimate authority and power.

Here are 2 videos:

The first one is a clip of a woman who puts on a very minimal uniform (high-viz tabard) and issues orders to people on the street- <https://www.youtube.com/watch?v=4jcleVvgchs>

In the second one, Philip Zimbardo introduces a film about the disturbing power of a uniform to make people do extraordinary things- <https://www.youtube.com/watch?v=16QMQXIjYVU>

1. How do these examples compare to Bickman's study? What does his study have that these example do not have?
2. There is probably a fair degree of bias in these videos , in that only the successful instances are shown. Nevertheless, how would you explain why so many people seemed willing to obey their instructions? What factors encouraged obedience?
3. Can you spot any other examples of uniforms in the first video? What effect do you think they might have on people's willingness to obey orders?

Memory

- Read the article by Loftus and Palmer: [Reconstruction of Automobile Destruction](#)
- Answer the following questions about this piece of academic research:
 1. What was the aim of Loftus and Palmer's research?
 2. What is a leading question?
 3. What is an eye witness testimony?
 4. What was the sample of participants in experiment 1?
 5. What were the 5 verbs used to describe the crash?
 6. How did the verb used effect speed estimate?
 7. How did experiment 2 differ to experiment 1?
 8. What did experiment 2 discover about leading questions?
 9. What do both experiments tell us about the accuracy of eyewitness testimony?
 10. What do you think was good and bad about the experiment (e.g. method that was used, ethics of the procedure, usefulness of the findings)?

Attachment:

Definition: a close two-way emotional bond between two individuals in which each individual sees the other as essential for their own emotional security. Attachment in humans takes a few months to develop.

Note down some ideas for a discussion:

- a) What research methods might be useful (how would you best study attachment)?
- b) What are the special challenges of working with parents and young babies?