

Week 4

Topic: Paper 1 Social Influence

Social influence is a topic in psychology, which examines how a person's opinion, behaviour and emotions are affected by others. The social influence topic looks at four key areas including: conformity, obedience, minority influence and social change.

The role of social influence processes in social change

Are there things that we might want to change in our society?!

How then should we go about affecting this change?

Thus we need to understand what makes arguments and pressure groups effective in bringing about social change...

Task: Use online resources to look into **one** of the following **major social changes** that occurred over the last century:

Women's suffrage movement in 20th C. Britain (suffragettes)

Gandhi's peaceful resistance to British rule in India

Rosa Parks and the Civil Rights movement in USA.

Gay rights and marriage in the UK.

The specification states that you must know about 'the role of social influence processes in social change.'

Put together a powerpoint presentation (or word document) about your chosen topic (e.g. Gandhi's peaceful resistance). In this presentation, outline how the role of social influence processes (from the information sheet) **links to one of the major social changes**. Make sure you cover at least the following points at the end:

- What made the minority influence *effective*? Link to theories of social change and tactics employed.
- How / why did the people within the pressure group *resist* pressure to back down?

Challenge: How can we apply these 6 steps in explaining the Black Lives Matter movement?

Some suggestions you can use for your powerpoint presentations!

