

Social Influence		Memory		Sleep & Dreaming	
<p><b>LEADING SENTENCE</b> This explanation argues that factors external to the person influence levels of obedience and conformity.</p>	<p><b>LEADING SENTENCE</b> This explanation argues that personality factors of an individual influence levels of obedience and conformity.</p>	<p><b>LEADING SENTENCE</b> Information must pass through three separate stores in order for it to become a long term memory</p>	<p><b>LEADING SENTENCE</b> The theory suggests that we do not have complete memories and there are often gaps in what we recall.</p>	<p><b>LEADING SENTENCE</b> The mind is like an <b>iceberg</b>; it consists of our conscious mind and unconscious mind (we are normally unable to access it).</p>	<p><b>LEADING SENTENCE</b> The theory suggests that dreams are a result of our <b>mind trying to make sense of brain activation during sleep.</b></p>
<p><b>OUTLINE/ DESCRIBE</b> <b>Conformity</b> occurs when a person is exposed to the beliefs and/or behaviours of a larger group of people, if they change their attitudes and actions to go along the group it can be said that they have been subject to majority influence. <b>Compliance</b> is where you conform to the group behaviour to gain their approval, but will privately disagree. On the other hand <b>internalisation</b> will occur in situations where the majority opinion has led you to change your opinion. <b>Deindividuation</b> in crowds – individuals become part of a faceless group in crowds and take on <b>collective behaviour</b> of the crowd. People do not think about the consequences of their actions. <b>Culture on pro-social and anti-social behaviour:</b> <b>individualistic cultures</b> such as western societies are focused more on personal goals and are therefore more anti-social and less pro-social. While non-western societies such as <b>collectivist groups</b> are more focused on the needs of the group and community</p>	<p><b>Self-esteem on conformity:</b> self-esteem relates to how much we value ourselves. <i>People with high self-esteem are not as easily influenced by others and are less likely to conform.</i> <b>Locus of control (LOC) in crowds:</b> People with high <b>internal locus control</b> believe that their behaviour is caused by their own efforts and decisions, while people with high <b>external locus of control</b> believe that their behaviour is due to luck and fate and external factors outside of their control. <i>External LOC = more likely to obey and conform, they are also more likely to be influenced by, and go along with crowd, and collective behaviour.</i> <b>Morality on pro-social and anti-social behaviour:</b> those with high levels of morality will display higher levels of pro-social behaviour, while those with lower levels of morality to display anti-social behaviour. <b>The authoritarian personality on obedience:</b> The authoritarian personality (Adorno et al.,1950) refers to a person who has high levels</p>	<p><b>OUTLINE/ DESCRIBE</b> Memory has three separate memory stores; the <b>sensory store, short-term memory (STM)</b> and <b>long-term memory (LTM)</b>. Information from our environment is detected by our senses (i.e. smells, sounds, images, tastes and touch), these will briefly enter our <b>sensory memory</b> for a few seconds, this store also has limited capacity. If we pay attention to this information it will enter our <b>STM</b>; here information can be retained through <b>maintenance rehearsal</b>, such as repetition in order to recall the information. <b>Encoding in our STM is therefore acoustic</b> (by sound) for example through verbal rehearsal. If the memory is not rehearsed then it will <b>decay</b> after about 30 seconds and be forgotten, or it will be displaced by new information. The <b>capacity of our STM is approximately 7+ 2</b> items. In order for information to transfer into LTM <b>elaborative rehearsal must take place</b>, this is a way of remembering information which goes beyond repeating</p>	<p><b>OUTLINE/ DESCRIBE</b> In order to make sense of events that have happened <b>we fill in these gaps</b> and reconstruct our memories. We do this using <b>schemas</b> which are <b>expectations based on previous knowledge and experience of events</b>. As a result our memories of events are a combination of what actually happened, as well as our knowledge, expectations, beliefs and experiences of such an event. During the reconstruction process <b>memories can be distorted</b>. <b>Leading questions</b> can be particularly effective in manipulating people's memories through suggestion.  As a result of reconstructing memories <b>confabulation</b> may occur, this is a memory disturbance where individuals will confidently, but inaccurately describe their memories. This is after known as 'honest lying'.</p>	<p><b>OUTLINE/ DESCRIBE</b> Within our unconscious mind we all have unacceptable thoughts, feelings and desires that our conscious mind cannot deal with. These desires come from part of our personality known as the <b>ID</b> which has primitive urges; these feelings are considered unacceptable in society. Such <b>socially unacceptable</b> thoughts are <b>repressed</b> by another part of our personality called the <b>ego</b>.  According to Freud, when we sleep the ego is weakened and the <b>unconscious mind tries to break through into our consciousness</b>. In order to satisfy these unconscious desires we dream, this is known as <b>wish fulfilment</b>.  The ego carries out <b>dream work</b>, this is when the true content of our dreams are hidden through the use of symbols which do not disturb us. Therefore dreams will have two types of content; the <b>latent content</b> which is <i>the true meaning</i> of our dreams and the <b>manifest content</b> which is what we actually see in our dreams – it disguises</p>	<p><b>OUTLINE/ DESCRIBE</b> During REM sleep brain restoration takes place and the body is paralysed and we cannot move. Furthermore, information from the senses doesn't reach brain areas that usually make sense of it.  <b>Neuronal activity increases in area of the brainstem called the pons</b> and random brain waves are generated.  These waves travel up through the brain to higher brain areas in <b>the cerebral cortex</b> that would normally interpret sensory information. The information is treated as if it was real sensory information.  Through <b>interpreting the stimulation synthesis occurs</b>; using stored memories to make sense of the information.  However, because the brain waves activate many different brain areas such as the limbic system (which controls emotions) the <b>resulting dreams are bizarre</b> and even emotional. Thus the theory</p>

<p>tend to be far more pro-social in their interactions with others.</p> <p><b>Authority figures</b> – Milgram and The Electric Shock study – with the presence of an authority figure people will commit unreasonable acts.</p> <p><b>Agency theory</b> – autonomous state is when we feel responsible for our own actions. <b>Agentic state</b> is when we <u>do not</u> feel responsible as we are acting under orders from an authority figure.</p>	<p>of respect for authority &amp; more likely to obey.</p> <p><b>The influence of the brain:</b> Self-esteem and internal locus of control were significantly correlated with <u>hippocampal volume</u> in both young people. <u>Prefrontal cortex</u> is activated when we are evaluating the emotional aspects of a moral decision. Damage to this part of the brain is associated with a lack of empathy, with anti-social behaviour and the inability to make suitable moral decisions.</p>	<p>information – <b>meaning may</b> be attached to the information. <b>Therefore encoding in our LTM is semantic</b> which means that we encode by making information meaningful. Once information transfers to our LTM it may remain there permanently because the <b>duration of LTM is potentially forever</b> furthermore there is <b>no limit to the capacity</b> of our LTM so this part of our memory will never get full!</p>		<p>the latent content through symbolism.</p>	<p>suggests that dreams have no real meaning.</p>
<p><b>LIMITATIONS (evaluate)</b> <i>Support for the situational factors as an explanation of obedience comes from Bickman (1974).</i></p> <ul style="list-style-type: none"> <li>▪ However, there are large individual differences within collectivist cultures. E.g. some tribes have a complete absence of pro-social behaviour for evolutionary reasons.</li> <li>▪ The situational explanation can be criticised in relation to the free will/determinism debate. It is suggested that if individuals are placed in a particular situation then they will have no choice but to obey/conform/follow the crowd, however research shows that individuals do have free will and there are many examples of independent behaviour regardless of the situational factors.</li> </ul>	<p><b>LIMITATIONS (evaluate)</b> <i>Support for the dispositional explanation comes from NatCen (2011) who concluded that anti-social criminal behaviour (e.g. the Tottenham riots) is influenced by dispositional/individual factors.</i></p> <ul style="list-style-type: none"> <li>▪ Dispositional factors can be criticised as explanation for social influence in so much as although individual traits may make somebody more likely to obey, conform, or follow a crowd, there is more involved. This can be generalised to all situations as there can be other factors that may prevent the person from being influenced.</li> <li>▪ These explanations can be considered reductionist</li> <li>▪ Locus of control can vary from situation to situation and is not constant.</li> </ul>	<p><b>LIMITATIONS (evaluate)</b> <i>Multi-Store Model is supported by research evidence such as Wilson, Kopelman and Kapur (2008) who found that Clive Wearing had the inability to transfer information from STM to LTM.</i></p> <ul style="list-style-type: none"> <li>▪ The model can be criticised for over emphasising the importance of rehearsal. It is claimed that information must be rehearsed to enter our LTM. This is clearly not always the case, meaningful information such as your GCSE results or news of bereavement does not need rehearsal, the significant nature of the memory ensures it is processed without the need to rehearse it.</li> <li>▪ The model is reductionist in its explanation of memory.</li> </ul>	<p><b>LIMITATIONS (evaluate)</b> <i>Support for the theory comes from Braun et al.(2002) who found that including impossible events in autobiographical advertising can cause people to believe they have experienced the events.</i></p> <ul style="list-style-type: none"> <li>▪ There are many complex factors that may affect memory recall, by reducing it to schema and problems with reconstruction is <b>reductionist</b>.</li> <li>▪ It doesn't account for other factors that contribute to recall such as anxiety, age, time since incident.</li> <li>▪ It doesn't explain how memories are processed.</li> </ul>	<p><b>LIMITATIONS (evaluate)</b> <i>Support for Freud's theory comes from research by Freud himself on the Wolfman (1918). The Wolfman's dreams had a latent and manifest content and the disturbing content related to the unconscious mind.</i></p> <ul style="list-style-type: none"> <li>▪ Freud's theory has been widely criticised for being highly subjective. Dream interpretation is dependent on person's opinion, which may differ from another person's. Therefore we cannot be sure whether this interpretation is correct.</li> <li>▪ Freud may have interpreted dreams in a certain way to support his own theory. Furthermore, a dream may not have a hidden meaning.</li> </ul>	<p><b>LIMITATIONS (evaluate)</b> <i>Support for the theory comes from Williams et al. (1992) who found a difference between REM dreams and waking fantasies because of the difference in the neural activity of the brain between the two states. Dreams contained more bizarreness as well as other 'dreamy' features, suggesting they are random.</i></p> <ul style="list-style-type: none"> <li>▪ The theory can be criticised for being reductionist. It suggests that dreams are a random result of happens when the mind tries to make sense of brain activity that occurs during sleep.</li> <li>▪ This is quite a simplistic view and ignores the view that dreams can be meaningful, it is further reductionist as it does not explain the purpose of dreams, just where they come from</li> </ul>

