

PAPER 2	 Social Influence		 Memory		 Sleep and Dreaming		
	Bickman (1974) The Power of Uniform on Obedience	NatCen (2011) [Morrell et al.] August Riots	Wilson et al. (2008) Case Study of Clive Wearing	Braun (2002) Impact of Adverts on Autobiographical Memory	Freud (1918) Dream Analysis of 'The Wolfman'	Williams et al. (1992) Bizarreness of dreams compared to daytime fantasies	
Outline (AO1)	Sample	153 pedestrians on the streets of Brooklyn, New York.	36 participants (evenly split between whether older or younger than 18).	One male – Clive Wearing.	<u>Investigation 1</u> : 107 USA undergrads <u>Investigation 2</u> : 167 USA undergrads	One Russian male in his 20s, suffering from depression	12 biopsychology students from Harvard University, aged 23 to 45
	Research Method	Field experiment	Interview	Longitudinal case study (21 years)	Lab experiments	Longitudinal case study (4 years)	Natural experiment and self-report (journal entries)
	Aim	To see whether a person's appearance affects obedience	To answer the question: "why did young people get involved in the riots?"	To report on the case of Clive Wearing who suffered from a severe and rare case of amnesia.	To see whether an advert could affect childhood autobiographical memories.	To see if dream analysis could help treat psychological problems by releasing repressed memories.	To see if bizarreness of dreams is different to the bizarreness of daytime fantasies (day dreams)
	Procedure	Three experimenters dressed in three uniforms – a guard, a milkman and a civilian. They used an opportunity sample and gave one of three orders. These were to pick up litter, stand the other side of a bus stop or to give someone change for a parking meter. Bickman wanted to know how many people obeyed each uniform by following the orders.	Participants were interviewed five weeks after the riots had taken place. Researchers gained full informed consent and participants were reassured of confidentiality and anonymity. Participants were interviewed individually or in groups – two or four.	In March 1985, Clive developed an influenza (flu) type of illness – symptoms included headache and fever. Several days later he was admitted to hospital and diagnosed with HSVE (herpes simplex viral encephalitis). This virus destroyed large parts of his brain. The research involved interviews, observations, neurological tests and brain scans.	<u>Investigation 1</u> : participants watched a Disney advert or a control advert. They measured their confidence at having shook hands with a character before and after the advert. They also answered a question on whether they had been to Disney World, describing their memory of it. <u>Investigation 2</u> : Participants watched one of three adverts – shaking hands with Bugs Bunny; or with Ariel; or info about a ride.	The man was known as "The Wolfman" and was interviewed over 4 years. He was thought to suffer from depression after his father and sister had both committed suicide. The Wolfman reported a dream where he woke up and saw 6 or 7 white wolves sitting in a walnut tree and staring at him from outside of his bedroom window.	Participants kept a journal for a term recording any dreams they could recall and any day dreams they experienced. The researchers selected 60 dreams and 60 day dreams (over 5 lines long) from the journals. These were then scored for bizarreness by three different judges (checking inter-rater reliability). The judges didn't know whether they were scoring a dream or day dream and were later asked their opinion.
	Findings	For each command, participants were more likely to obey the guard, followed by the milkman, then the civilian. For the giving someone change command, the obedience levels for the guard were 89%, 57% for the milkman and 33% for the civilian. Showing that people were almost three times more likely to obey the guard compared to the civilian.	Researchers categorised four different types of involvement – watchers, rioters, looters, non-involved. There were also found to be different factors that made people more likely (nudge factors) or less likely (tug factors) to get involved. These were divided into dispositional factors and situational factors. For example <i>having poor job prospects</i> was found to be a dispositional, nudge factor, whereas <i>friends not being involved</i> was a situational, tug factor.	Brain scans showed significant abnormalities – including significant damage to the hippocampus. Clive suffered from both retrograde (memories before the illness) and anterograde amnesia (memories after the illness). He had an inability to transfer information from the STM to LTM. He could still talk, read, write, read music, play the piano and conduct an orchestra. Suggesting his procedural memory remained intact. His memory was unchanged throughout the study.	<u>Investigation 1</u> : Of participants who watched the Disney advert, 65% reported memories of Disney World. 74% said it caused them to imagine the experience. Significantly more participants in the Disney condition increased their 'hand shaking' confidence scores from before and after the advert. <u>Investigation 2</u> : All three groups increased their confidence of shaking hands with a character after watching the advert. This was more significant in advert 1 (78%) and 2 (76%) compared to advert 3 (62%).	<u>Interpretation one</u> : The wolves represented fear because he had seen a 'primal scene' of his parents having sex. The white of the wolves represented the bed sheets. Freud also said the wolves represented fear of his father who he was scared would castrate him. <u>Interpretation two</u> : Freud found out the dream was around Christmas, and went on to say the wolves instead represented pleasure . They were like Christmas presents and represented the pleasure of being seduced by his father.	Dreams were found to be a lot more bizarre than daytime fantasies (day dreams). There were good levels of inter-rater reliability between the judges. The judges were 88.7% accurate on judging whether they were dreams or day dreams.
Conclusion	The higher the (perceived) status of the uniform, the more power it provides.	People were influenced by what they thought was right or wrong and if the benefits outweighed the risks.	Brain damage can affect memory and result in both anterograde and retrograde amnesia.	Autobiographical advertising can affect how people remember the past.	Dreams can represent repressed thoughts which hide in the unconscious.	The bizarreness of dreams is due to the brain activity during REM sleep.	
Evaluate (AO3)	Limitations (Know two points well)	The study can't be generalised . It was an opportunity sample that was used. Therefore, the experimenters may have picked people who looked more obedient. This could make the findings invalid. This study is also culturally biased as it was conducted in an American city, which is an individualistic culture. It may be that obedience levels are higher in a collectivist culture, such as Japan or China.	The study cannot be generalised , as researchers had to recruit a high number of participants who had been sent to prison (since they didn't have time to build trust). Therefore, this was not representative of all people who took part in the riots e.g. it may have been people who were already known to the police. Participants are likely to have given socially desirable answers , since they were being asked about crimes that they had potentially committed. They could have down-played their role or may have also exaggerated their involvement since some were interviewed in groups, and may have wanted to appear "hard". Therefore the study may lack validity.	This study can't be generalised . This is because it is difficult to make generalisations about the effect of brain damage from studying just one person. It may be that other people's memories would be affected differently under the same circumstances. This study could be considered unethical . Clive was repeatedly tested over 21 years which may have caused him distress. Also, he may not have fully understood to give informed consent. Is it right to subject Clive to these tests when it wasn't aiming to find ways to help him? This study could be considered subjective . Some of the findings relied on the researchers' interpretation of Clive's behaviour, or friends and family accounts of his past. Therefore some of the results may be affected by bias.	The study can't be generalised as there was an age bias, with the sample all being undergraduates. It may be that children and older adults are influenced differently by autobiographical advertising. The sample is also culturally biased . America is a very commercial country where participants are exposed to lots of adverts. Therefore, they may not be as responsive to autobiographical adverts since they are used to it. Therefore the impact on memories may be more significant in other cultures. The study lacked ecological validity as people are not usually shown adverts in such controlled conditions. For example, it is artificial for people to analyse adverts as much as they did in these investigations.	The study can't be generalised , as it was only conducted on one individual who had psychological problems. A theory of dreams that should be applied to all people, can't be based on just one person. Furthermore, he may have had different types of dreams because of his depression. The study is subjective as the findings and conclusions are only based on one person's interpretation – Freud's. Also, Freud changed his opinion of the dreams at different times. Therefore it is very biased and other psychologists may interpret the dream differently. The accuracy of the dream can't be checked. The study relies on The Wolfman accurately recalling his dream, and there is no guarantee that this was the case.	The study can't be generalised as the sample was too small to suggest that there is a difference in bizarreness between dreams and daydreams for everyone. Also, 10 out of the 12 participants were females, meaning the findings could have been gender biased. Participants may have lied or exaggerated about their dreams and daydreams for social desirability . For example if what they actually dreamt about was too embarrassing to report. There is no way of checking the accuracy of the dreams or daytime fantasies. Therefore this affects the validity of the study. Dreams and daytime fantasies are complex and yet they were reduced to simple numbers. Therefore they were oversimplified and it may lack construct validity because of this.
		Since the study was a field experiment, there wasn't control of extraneous variables . Therefore, factors such as the weather, how busy the street was and people's reasons for being on the street could have all had an impact on whether people followed orders or not.	People's memories of events aren't always correct. Retrospective data was used as participants were interviewed five weeks after the event. This again threatens validity.				