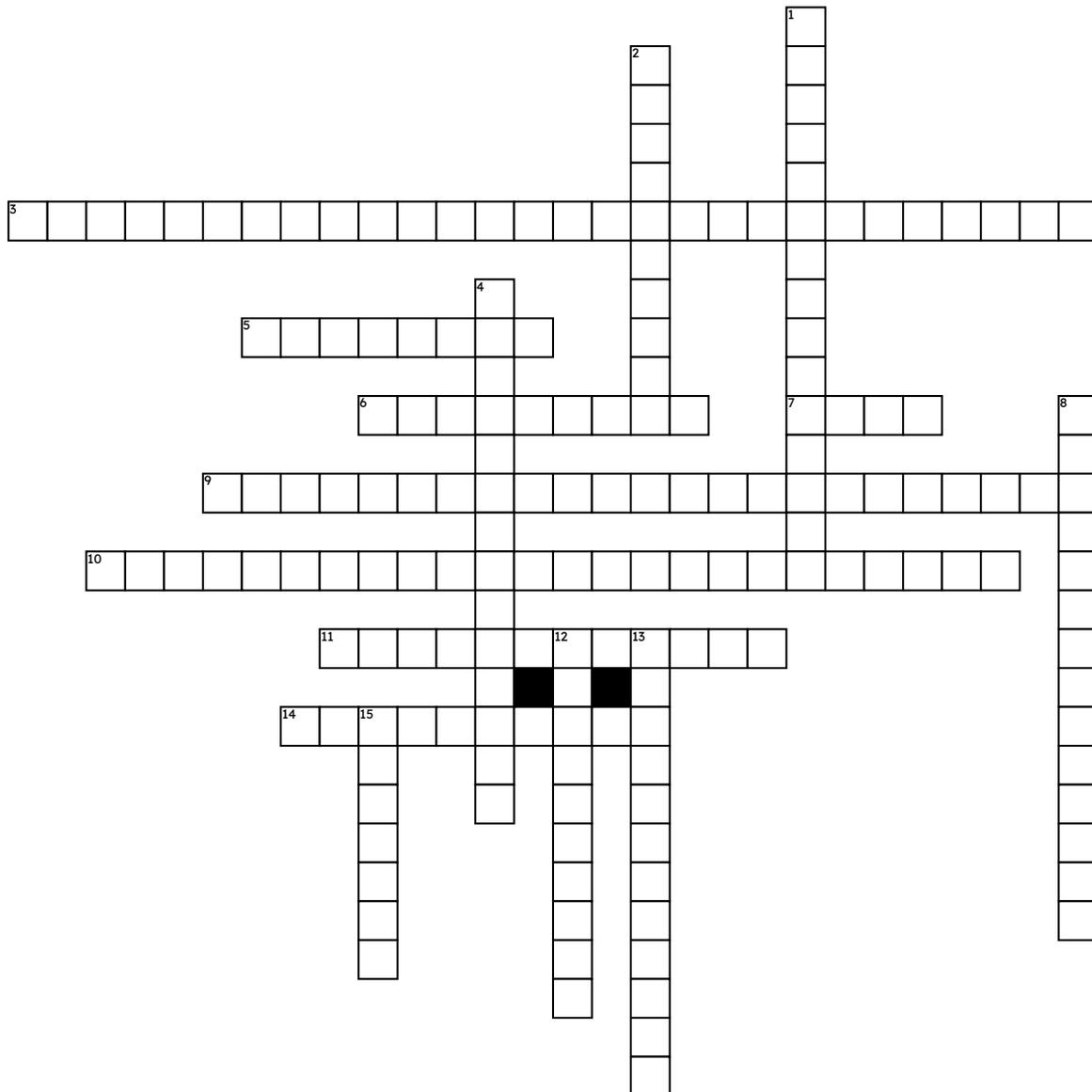


Name: \_\_\_\_\_

Date: \_\_\_\_\_

# social influence



## Across

**3.** where a person conforms to gain knowledge or because they believe someone else is 'right'

**5.** conducted the Stanford Prison experiment

**6.** refers to the extent that members of a majority agree with one another

**7.** An American social psychologist who conducted a series of studies in the 1950's.

**9.** people act in this way because they feel that it is expected of them in the roles within a social group

**10.** identified by Adorno and refers to a person who has extreme respect for authority and is more likely to be obedient to those who hold power over them

**11.** refers to the ways in which a society develops over time to replace beliefs, attitudes and behaviour with new norms and expectations

**14.** Here the person changes their public behaviour but not their private beliefs, usually a short term change and often the result of normative social influence

## Down

**1.** deepest level of conformity, changes both public and private beliefs, usually a long term change and is often the result of informational social influence

**2.** typically involves some form of personal sacrifice, which shows the majority that one is not just acting out of self interest

**4.** middle level of conformity, changes public behaviour and their private beliefs but only when they are in the presence of a group they are identifying with

**8.** Asch found that when he made the line judgement task more difficult, conformity levels increased, what is this called?

**12.** where someone changes their behaviour or beliefs due to real or imagined pressure from others

**13.** Explanation of obedience offered by Milgram and it is where an individual carries out the order of an authority figure acting as their agent

**15.** American social psychologist who conducted research into obedience