

\*23 Lukas really enjoys musicals, but his friends that he spends most of his time with do not enjoy musicals. There is a musical production being put on by Lukas's school in a few weeks' time, and Lukas has auditioned and got a part, but has not told his friends.

During break time at school, all of Lukas's friends laugh and make fun of other students who are involved in the musical. Lukas sometimes joins in and makes fun of them too, because he is embarrassed to tell his friends he is involved in the musical. *Conformity*

When Lukas is with the musical cast and crew, he really enjoys reading his lines with the other people involved in the musical. Lukas works very hard to learn his lines by repeating them a lot and practising them with the other cast members. Lukas also constantly practises his dance moves for the musical, in private away from his friends. *memory*

Assess Lukas's behaviour using **two** areas of psychology that you have studied.

(9)

Lukas' behaviour can be explained by conformity. Conformity is where a person changes their behaviour to match another person's or group of people's. ~~It~~ It can take the form of normative social influence, where the person changes their behaviour out of a desire to be liked, or informational social influence, where the person changes their behaviour out of a desire to be right. It can be compliance, identification and internalisation. The first ~~is~~ wishes following the group externally when you are with them, but not agreeing with them. The second wishes following the group and behaving them as long as you are with them, and the third wishes behaving what they do permanently ~~was~~ internally and externally.

Lukas appears to be showing signs of compliance, as outwardly he makes fun of other students involved in the musical, but on the inside he does not agree with this. He is also following normative social influence, as his behaviour is out of a desire to be liked by his friends.



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Turn over ►

A strength of using this is that it is backed up by research evidence. Asch conducted an experiment involving lines, and found that 75% of people conformed to the wrong answer purposefully, picked by the majority. This shows evidence for conformity. Many factors making conformity more likely are also present, such as the size and unanimity of the majority. On the other hand, other explanations could be used to explain Lukas' behaviour. He could be showing obedience to a person in his group or friends that he sees as a legitimate authority figure for example. As well as this, some participants in Asch's line test who supposedly conformed genuinely thought they were choosing the correct answer.

Lukas' behaviour can also be explained by the Multi-store Model of Memory.

The Multi-store Model was developed by Atkinson and Shiffrin, and shows how memory can be moved from the sensory register to the short-term memory and the long-term memory, and how it can be released and recalled, as well as the capacity, duration and method of encoding (acoustic, visual or semantic) for each element. The short-term has a capacity of  $7 \pm 2$  items and a duration of 18 seconds, and the long-term memory has a capacity that is potentially unlimited and a duration of a lifetime or beyond.

Lukas ~~has~~ has moved his lines into his long-term memory by practising and rehearsing over and over again. He can then recall these whenever he <sup>needs</sup> ~~needs~~ to practise them. He also moves the dance moves into the long-term memory, as repeating them has made the



movements automatic for Lukas.

A strength of using this to explain Lukas' situation is that it is backed up by Peterson and Peterson's study, which found that controlled and rehearsal could move information into the long-term memory. A weakness is that certain memories, such as 9/11, we remember for years yet don't rehearse (flashbulb memories). Chris Weaving also lost use of his long-term memory but could still play the piano, suggesting there is more than one type.

(Total for Question 23 = 9 marks)

**TOTAL FOR SECTION F = 18 MARKS**  
**TOTAL FOR PAPER = 98 MARKS**

