

According to the IB Markschemes….

What to include in your conformity ERQ’s

**Evaluate research on conformity to group norms.**

* If the term ‘research’ is used, you may include theories and/or studies.

Theories may include, but are not limited to:

* informational social influence
* normative social influence

A wide range of studies may be considered, including but not limited to:

* Asch
* Sherif
* Crutchfield
* Berry’s study of the Temne and Inuits.

Evaluation of research may include methodological, cultural, ethical or gender considerations, applications of the theory, comparison to other theories, or contrary findings or explanations.

Although a discussion of both strengths and limitations is required, it does not have to be evenly balanced to gain high marks.

Candidates may evaluate a smaller number of theories and/or studies in order to demonstrate depth of knowledge, or may evaluate a larger number of theories and/or studies in order to demonstrate breadth of knowledge. Both approaches are equally acceptable.

**Discuss factors influencing conformity**

More than one factor should be addressed.

There are a number of factors influencing conformity that can be discussed, including:

 culture

 groupthink

 risky shift

 minority influence

 group size.

In a meta-analysis, Bond (2005) found differences in the effect of group size based on the type of social influence. Specific research on the influence of unanimity and accuracy, cohesion, confidence, gender, status, cultural norms, among others could be cited.

Candidates may discuss a relatively small number of factors in greater depth or a greater number of factors in less depth, thereby demonstrating a breadth of understanding (*this is our approach*). Both approaches are equally acceptable.