

2 Ethical considerations nowadays such as informed consent, participant confidentiality, protection from harm and the right to withdrawal all have to be considered when in psychological experiments to be approved by the BPA or APA. ~~These~~ This strict enforcement of ethical guidelines ^{in part may} come from experiments of questionable ethical conduct in the socio-cultural level of analysis.

One of these experiments was Milgram's 1963 experiment on obedience. Participants were tested on their obedience to authority as they issued "electrical" shocks onto a confederate. Deception ^{was} initially used as participants believed they were to be in an experiment regarding learning and memory ^{and} were not exposed to the punishment via electrical shock aspect of the experiment until they were already in an experimental condition. Thus true informed consent was not obtained from the participants. ✓ Great - straight to the point and clear.

Also deceived about Mr Wallace (a confederate)

Participants during the experiment exhibited discomfort and distress as they issued electrical shocks. Stress and emotional conflict ^{also} was shown in the participants as they felt obliged to continue the experiment. ^{∴ psychological harm} Though the ethical consideration of withdrawal was made for the participant, they were not reminded of the fact they could withdraw and the experimenter encourage participants to continue, by verbal prompts such as 'please continue'.

Initially Milgram when designing the experiment did not expect such high levels of obedience, making it difficult for him to account for these ethical issues ~~which~~ ^{arose}. Milgram personally debriefed the participants all of whom recovered from the experiment. Most participants afterwards stated they were glad to of taken part and that they learned something about themselves. Milgram justified the breaches in ethical guidelines as "if the participants don't mind, why should anyone else?" ✓

Not only that but Milgram's experiment demonstrated how high obedience rates go, results which would not of been attainable without his breaching of ethical guidelines. Milgram's experiments represents the question of is it ok to break ethical ~~for~~ considerations for experimental results. Some important details were missing, but good focus on the Question.

#1 Reciprocity 'explains' the technique. It is not the technique itself.

Mandy Wm.

Explain the use of one compliance technique making reference to one research study.

Compliance is the modification of behavior in response to a direct request. There are 6 compliance principles, however ^{request} ^{principles} ^{however} ^{to a direct response} ^{the reciprocity #1}

Reciprocity principle, it is the behavior that people will do ~~what~~ and repay what another individual has done for them. Hence this creates confidence that what has been done is not lost but a guarantee for future obligations that will help in the development of the relationship. This causes the arousal of guilt as an individual feels that the other has already compromised ~~not~~ in order to accommodate them.

One common reciprocity technique is the door-in-the-face technique. This technique involves making a large request that the individual knows will be rejected and it is followed by a smaller request so that it seems reasonable in ~~comparison~~ ^{comparison} to the first request. This is effective as the individual feels guilty that the other individual has already compromised them hence accepting the second request to acknowledge the accommodation.

Cialdini et al (1975) did a study on the door-in-the-face technique to see if people would comply more when this technique is used. Hence his group and his ~~was~~ staged a "Country North counselling program" in an American university and stopped students as they walked past. In the ^{controlled condition} ~~uncontrolled experiment~~ students were asked if they would be willing to ^{chaperone} a group of juvenile

✓ a day trip
delinquents to the zoo. and only 17% ✓ agreed.
However in the experimental condition when he
first asked students if they were willing to
chaperone a group of juvenile delinquents for
2 hours ^{a week} with a minimum of 2 years, ✓ 0% of
the students agreed. Yet when this request
was followed by a second request to just
chaperone the juvenile delinquents ^{once}, 50% of them
agreed. ✓ _{to the zoo}

Hence Cialdini pt 91 shows that the door-
in-the-face technique is effective in making
people comply and this is a technique
of compliance as it causes guilt ^{hard to read} in people
and thus causing them to comply to the
request.

You really made an attempt to address the 'explain'
command term. Well done.

Some details of Cialdini's study were incorrect.