Shopping while black

Apply what you have learnt so far in Sociocultural Cognition to the following video clip.

[www.youtube.com/watch?v=yAkDHuimJRc](http://www.youtube.com/watch?v=yAkDHuimJRc)

There are many individuals in the clip to observe so watch carefully. However, do not comment on the behavior of the shop assistant, the security guard and the customer who are all actors.

Make notes during the clip on the following questions:

1. Do you find the behaviour surprising in this video?  Why or why not?
2. How could you apply theory to explain the behaviours of the different "participants" in this "study?"
3. Evaluate this "study."  Was this a good study of human behaviour?  If not, what would have to be done to make it a better study?