**Sociocultural level of analysis**

**General Learning Outcomes**

* Outline principles that define the SCOA SAQ only
* Explain how principles that define the SCLOA may be demonstrated in research (SAQ 2012)
* Discuss how and why particular research methods are used at the SCLOA (SAQ 2012)
* Discuss ethical considerations related to research studies at the SCLOA

**Sociocultural Cognition**

* Describe the role of situational and dispositional factors in explaining behavior SAQ only
* Discuss two errors in attributions (SAQ May 2011)
* Evaluate social identity theory, making reference to relevant studies (ERQ Nov 2011)
* Explain the formation of stereotypes and their effect on behavior (SAQ May 2011)

**Social norms**

* Explain social learning theory, making reference to two relevant studies (SAQ Nov 2011)
* Discuss the use of compliance techniques (ERQ 2012)
* Evaluate research on conformity to group norms (ERQ 2012)
* Discuss factors influencing conformity (ERQ May 2011 x 2)

**Cultural norms**

* Define the terms “culture” and “cultural norms” SAQ only
* Examine the role of two cultural dimensions on behavior
* Using one or more example, explain “emic” and “etic” concepts

**Never been used**

* Discuss ethical considerations related to research studies at the SCLOA
* Describe the role of situational and dispositional factors in explaining behavior SAQ only
* Examine the role of two cultural dimensions on behavior
* Using one or more example, explain “emic” and “etic” concepts