

# Unit 1: Social Approach



INDIVIDUAL DIFFERENCES/  
DEVELOPMENTAL  
PSYCHOLOGY IN  
OBEDIENCE/PREJUDICE

WHAT DOES SOCIAL PSYCHOLOGY RESEARCH?

DEFINE OBEDIENCE

DEFINE PREJUDICE

## METHODOLOGY

### Surveys

Questionnaires

Interviews (x3)

### Questions

Open

Closed

### Data

Qualitative

Quantitative

### Validity

### Reliability

### Ethical Guidelines (BPS)

### Sampling

Volunteer

Opportunity

Stratified

Random

AGENCY THEORY

SOCIAL IDENTITY THEORY

RIOT BEHAVIOUR

SOCIAL IMPACT THEORY

REALISTIC CONFLICT THEORY

MILGRAM'S STUDY

SHERIF

MILGRAM'S VARIATIONS

FACTORS AFFECTING  
OBEDIENCE/ PREJUDICE

BURGER (REPLICATING  
MILGRAM)

