

Social Psychology

Factors Affecting Obedience



tutor2u Full Lesson PowerPoint

Jenness (1932)

- **Jenness (1932)** was one of the first psychologists to study conformity. His experiment used an **ambiguous situation** involving a glass bottle filled with beans. He asked participants individually to estimate how many beans the bottle contained.
- Jenness then put the group in a room with the bottle, and asked them to provide a group estimate through discussion.
- **Question: What do you think Jenness (1932) found?**
- **Task: Answer questions 1 and 2 on the handout provided.**



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Full Lesson PowerPoint Key

- **Green = Key Word or Researcher**
- **Blue = Question / Discussion**
- **Purple = Task / Activity**

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Obedience

- To **outline** research by **Hofling et al. (1966)** & **Bickman (1974)**.
- To **outline** variations of **Milgram's (1963)** research and consider different psychological explanations of obedience.
- To **apply** the variations of Milgram's research to different **explanations for obedience** and consider how Milgram's research supports these explanations.

Imagine The Following

- **Imagine the following:** You are working as a nurse on a late shift. You receive a call from Dr Robinson (a Dr that you have never met). He asks you to administer 20 milligrams of a drug called Astroten (a drug you have not heard of) to a patient so that it takes effect before he arrives...
- **Question:** What would you do?



Imagine The Following

- **Now imagine the following:**
 - The dosage was twice the allowable limit for this drug.
 - The drug was not on the ward stock list for that day.
 - The Dr was unfamiliar.
 - And you didn't have anyone to sign for your drug order.

Question: NOW what would you do?

I thought you would say that!



Imagine The Following

- Likewise, when **Hofling et al. (1966)** interviewed a group of nurses before conducting their research, they said nurses would refuse to obey.



Imagine the following...

- However, In Hofling et al.'s (1966) experiment, 21 out of 22 nurses started to give the medication until stopped by another nurse nearby. When interviewed after, they all said that they were regularly asked by doctors to go against their training and the rules.
- **Questions: How are these results similar to Milgram? Is this experiment more or less alarming than Milgram's? Why?**



Hofling et al. (1966)

- Task: Summarise the method and results of Hofling et al.'s (1966) experiment.

5 Minutes

Task 1: Summarise the method and results of Hofling et al.'s (1966) experiment.



Bickman (1974)

- Question: What type of experimental method is being used in the following video? Do you think these results are more or less valid than Milgram's results?



Bickman (1974)

1. *"Pick up this bag for me!"*
2. *"This fellow is over-parked at the meter but doesn't have any change. Give him a dime!"*
3. *"Don't you know that you have to stand on the other side of the street? The sign say 'No Standing'!"*

Uniform	Situation					
	Park Bag		Dime		Bus Stop	
	N	%	N	%	N	%
Civilian	1	36	21	33	15	20
Milkman	14	64	14	57	14	21
Guard	22	82	20	20	16	56

The table above shows the data from Bickman's (1974) study. The questions that were asked by the confederate (who was either dressed as a civilian, milkman or guard), to random passers-by, are shown on the left.

Bickman (1974)

- Task: Answer the two exam style questions on your handout.

Uniform	Situation					
	Paper Bag		Dime		Bus Stop	
	N	%	N	%	N	%
Civilian	14	36	21	33	15	20
Milkman	14	64	14	57	14	21
Guard	22	82	20	20	16	56

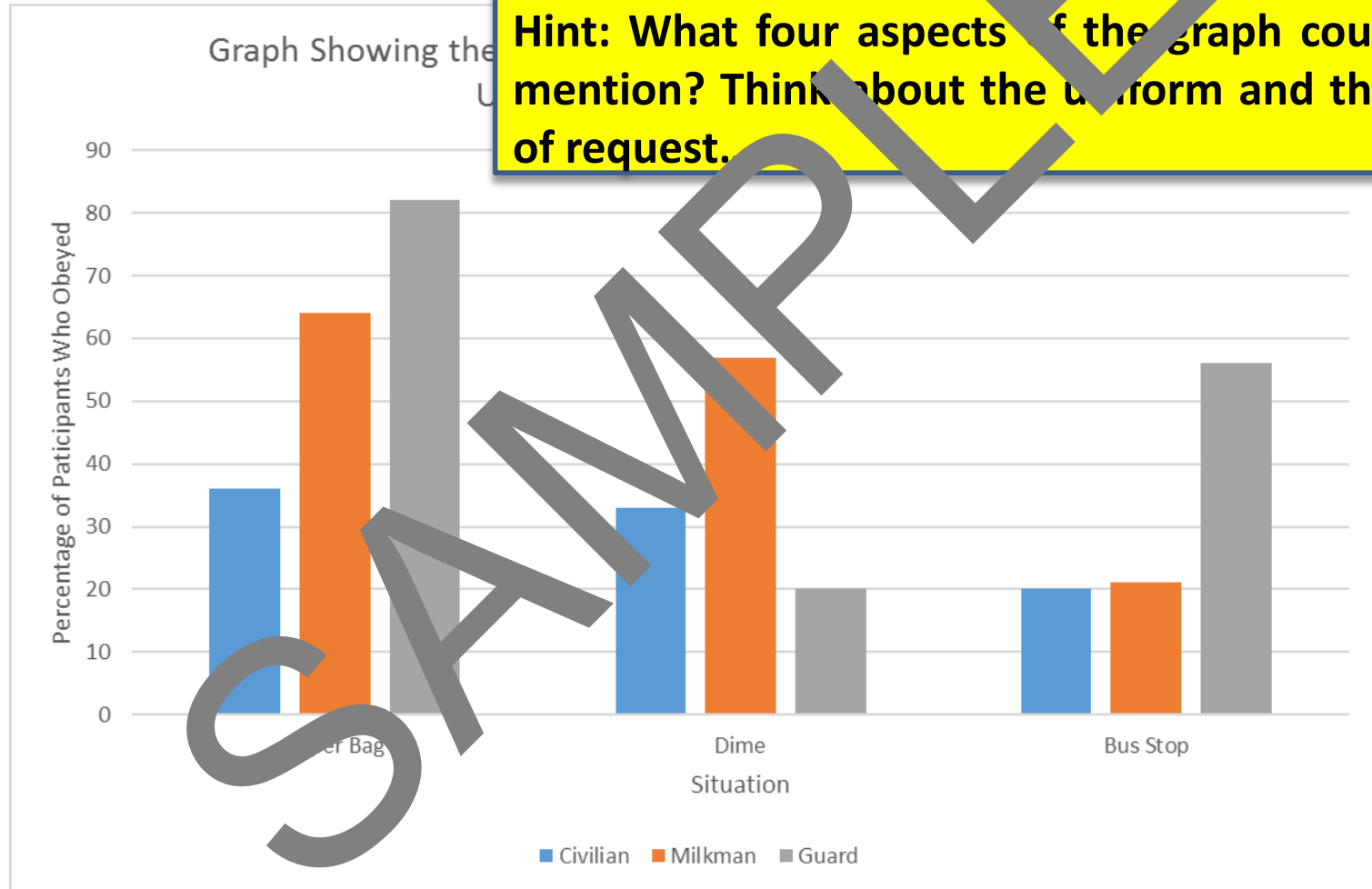
Task: Answer the following exam style questions in relation to the data in the table (see left).

Sketch and appropriate graphical display to illustrate the data in table above.

Bickman (1974)

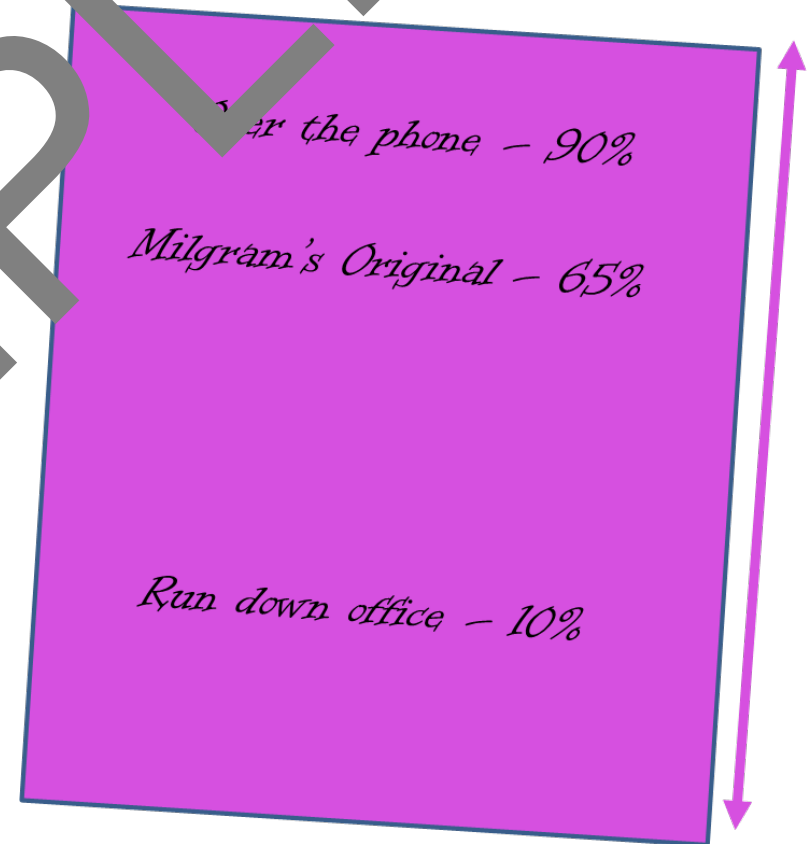
Question 2: Explain what conclusions a psychologist might draw in relation to obedience. (4 marks)

Hint: What four aspects of the graph could you mention? Think about the uniform and the type of request.



Milgram (1963)

- Question: In Milgram's (1963) original experiment, what % of participants went up to 450 volts?
- Task: The following slides contain six different variations to Milgram's original experiment.
- On the sugar paper write the variations higher or lower in terms of the % of participants you think who went to 450 volts... for example →



Variation 1

- The experiment took place in a run down office building.
- **Question: Do you think the % of participants who went to the full 450 volts was higher or lower than 65%. Why?**



Variation 2

- Someone else administered the electric shock when the learner got an answer wrong and NOT the real participant.
- Question: Do you think the % of participants who went to the full 450 volts was higher or lower than 65%? Why?**



Variation 3

- The experimenter gave the instructions to the teacher over the phone and was NOT in the same room.
- **Question: Do you think the % of participants who went to the full 450 volts was higher or lower than 65%? Why?**

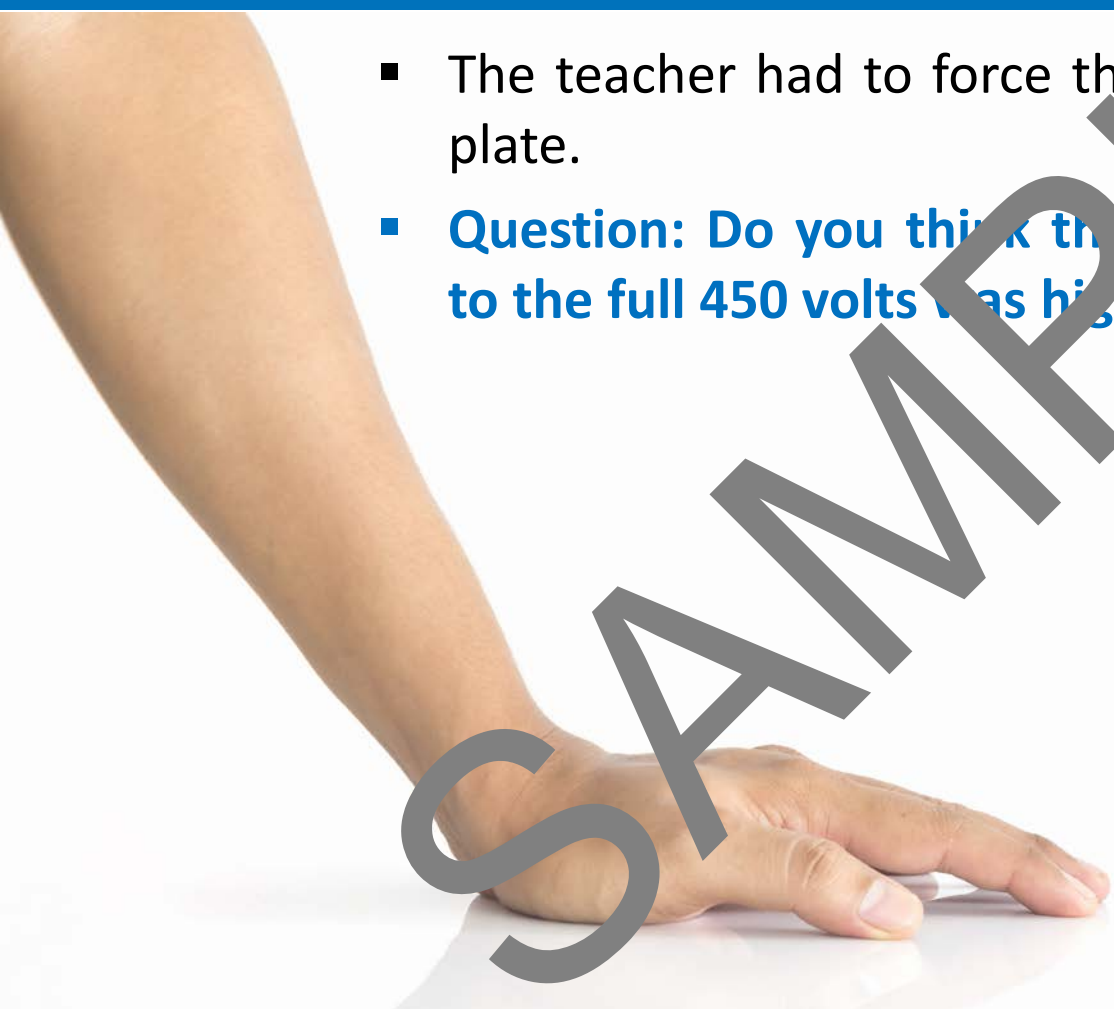


Variation 4

- The teacher and the learner were in the same room.
- **Question: Do you think the % of participants who went to the full 450 volts was higher or lower than 65%. Why?**

SAMPLE

Variation 5

- 
- A photograph of a person's arm and hand reaching towards a white, rectangular shock plate. The hand is positioned just above the plate, with fingers slightly spread. A large, diagonal, semi-transparent watermark reading 'SAMPLE' is overlaid across the image.
- The teacher had to force the learner's hand onto a shock plate.
 - **Question: Do you think the % of participants who went to the full 450 volts was higher or lower than 65%? Why?**

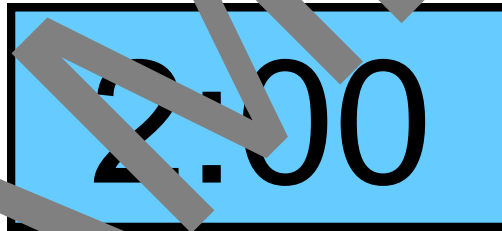
Variation 6

- Participants worked in groups to shock the learner, however, two rebelled and refused to go on.
- **Question: Do you think the % of participants who went to the full 450 volts was higher or lower than 65%? Why?**

SAMPLE

Can You Explain Why?

- Task: Examine your highest and lowest variations. As a group, write one reason that can explain why more people obeyed (for your highest variation) and one reason why less people obeyed for your lowest variation...



Variation 1

- The experiment took place in a run down office building.
- **Question: Do you think the % of participants who went to the full 450 volts was higher or lower than 65%. Why?**



Obedience dropped to 48%

Variation 2

- Someone else administered the electric shock when the learner got an answer wrong and NOT the real participant.
- Question: Do you think the % of participants who went to the full 450 volts was higher or lower than 65%? Why?**

**Obedience rose
to 92.5%**



Variation 3

- The experimenter gave the instructions to the teacher over the phone and was NOT in the same room.
- **Question: Do you think the % of participants who went to the full 450 volts was higher or lower than 65%? Why?**

**Obedience
dropped to 20%**

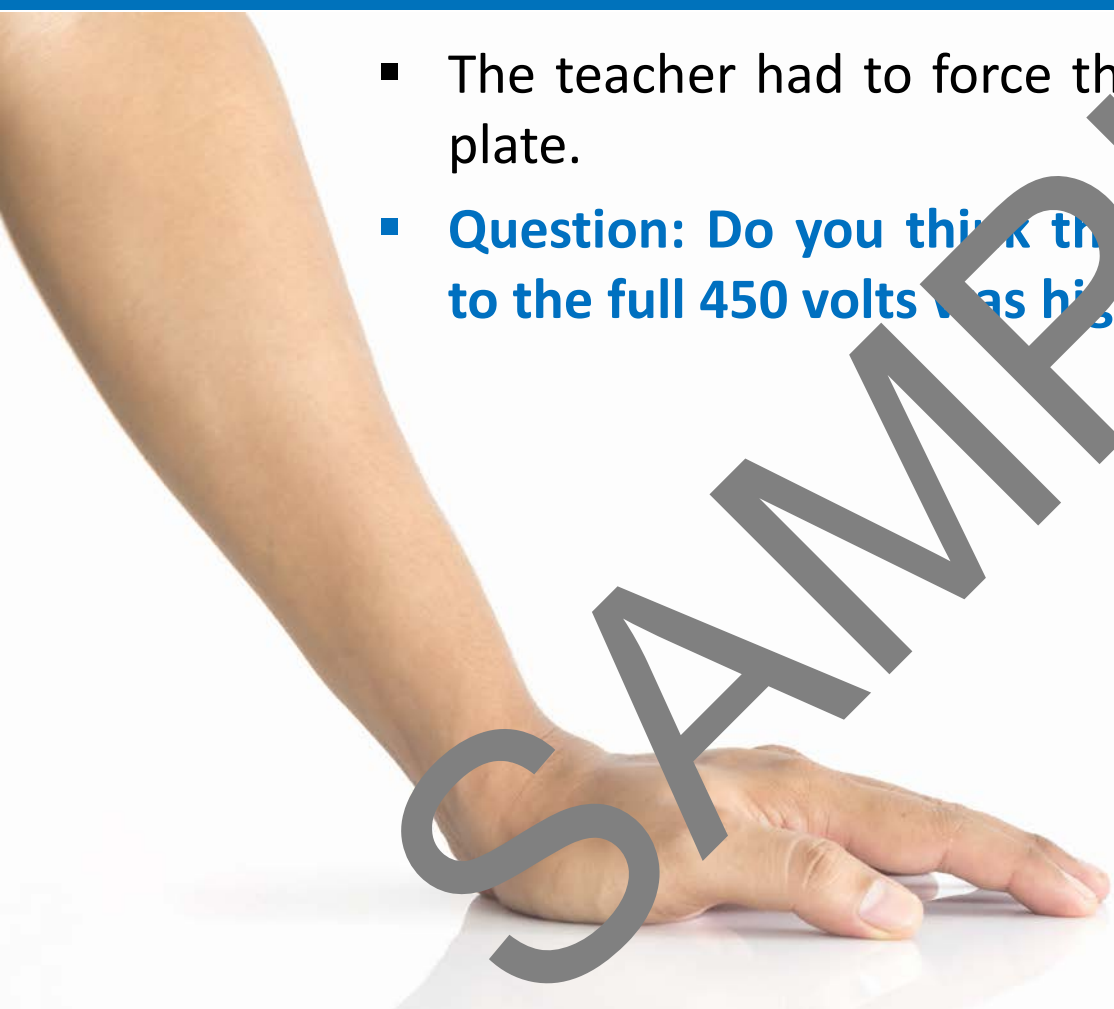


Variation 4

- The teacher and the learner were in the same room
- **Question: Do you think the % of participants who went to the full 450 volts was higher or lower than 65%. Why?**

Obedience dropped to 40%

Variation 5

- 
- The teacher had to force the learner's hand onto a shock plate.
 - **Question: Do you think the % of participants who went to the full 450 volts was higher or lower than 65%? Why?**

**Obedience
dropped to 30%**

Variation 6

- Participants worked in groups to shock the learner, however, two rebelled and refused to go on.
- **Question: Do you think the % of participants who went to the full 450 volts was higher or lower than 65%? Why?**

Obedience dropped to 10%

Milgram (1963) - Variations

- Task: Complete the table on your handout with the percentage of participants who administered 450 volts in each of the different variations.

Task: Complete the table below with the percentage of participants who administered 450 volts in each of the different variations.

MILGRAM'S VARIATIONS	%
Someone else administered the shock.	
Milgram's original	
The experiment took place in a rundown office building.	
The teacher and learner were in the same room.	
The teacher had to force the learner's hand onto a shock plate.	
The experimenter gave instructions to the teacher over the phone.	
Participants worked in groups to shock the learner. (Two rebelled and refused to go on).	

Milgram (1963) - Variations

MILGRAM'S VARIATIONS	%
Someone else administered the shock.	
Milgram's Original.	
The experiment took place in a rundown office building.	
The teacher and learner were in the same room.	
The teacher had to force the learner's hand onto a shock plate.	
The experimenter gave instructions to the teacher over the phone.	
Participants worked in groups to shock the learner. (Two rebelled and refused to go on).	

Milgram (1963) - Variations

MILGRAM'S VARIATIONS	%
Someone else administered the shock.	92.5%
Milgram's Original.	65%
The experiment took place in a rundown office building.	48%
The teacher and learner were in the same room.	40%
The teacher had to force the learner's hand onto a shock plate.	30%
The experimenter gave instructions to the teacher over the phone.	20%
Participants worked in groups to shock the learner. (Two rebelled and refused to go on).	10%

Explanations of Obedience

- Task: Complete the table provided. Read each of the descriptions for the factors affecting obedience and work out what variation(s) of Milgram support each explanation and explain why.

FACTOR AFFECTING OBEDIENCE	DESCRIPTION OF EXPLANATION	LINK TO MILGRAM'S VARIATIONS AND/OR BICKMAN AND HOFLING	HOW DOES THIS VARIATION SUPPORT THE EXPLANATION? Hint: Discuss the difference between Milgram's original finding and the variation chosen...
AGENTIC STATE	This is where we can deny personal responsibility for our actions as we have been ordered to behave in a way, OR we can 'shift' the responsibility onto the person who told us to do it.		
LEGITIMACY OF AUTHORITY	An authority figure must have some form of social power over us, which is usually the power to punish. We have to perceive the person as genuine in order to follow their instructions.		
UNIFORM	Research suggests that we are more likely to obey a person in uniform, in comparison to a person not wearing a uniform.		
LOCATION	Not only does uniform affect obedience, but so does the legitimacy of the location. We have to believe that the location is a genuine setting for an order to take place.		
PROXIMITY	Finally, the closer we are to the consequences of our actions the less likely we are to obey, as we can see the potentially negative/harmful effects of our behaviour.		

Explanations of Obedience – Possible Answers

FACTOR AFFECTING OBEDIENCE	DESCRIPTION OF EXPLANATION	LINK TO MILGRAM'S VARIATIONS AND/OR BICKMAN AND HOSSING	HOW DOES THIS VARIATION SUPPORT THE EXPLANATION? Hint: Discuss the difference between Milgram's original finding and the variation chosen...
AGENTIC STATE	This is where we can deny personal responsibility for our actions as we have been ordered to behave in this way, OR we can 'shift' the responsibility onto the person who told us to do	<i>Someone else administered the electric shock and not the real participant.</i>	<i>Example Answer: When someone else administered the electric shock the real participant is able to shift the responsibility onto someone else which explains why the level of obedience rose from 65% to 92.% in this variation.</i>
LEGITIMACY OF AUTHORITY	An authority figure must have some kind of social power over us, which is usually the power to punish. We have to perceive the person as legitimate in order to follow their instructions.	<i>Bickman</i>	<i>Now it's your turn...</i>

Explanations of Obedience – Possible Answers

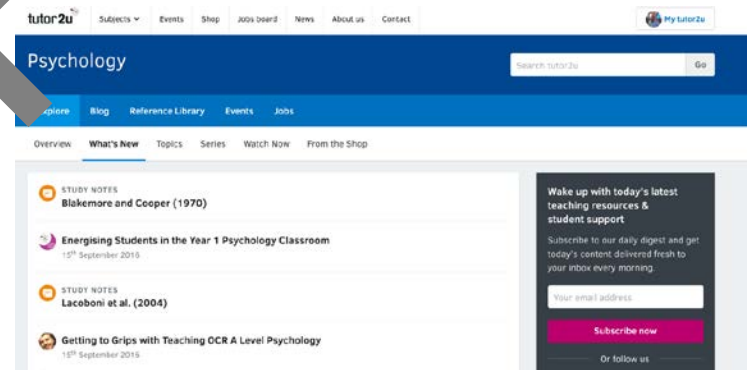
UNIFORM	Research suggests that we are more likely to obey a person in uniform, in comparison to a person not wearing a uniform.	<i>Bickman (1994)</i>	<i>Now it's your turn...</i>
LOCATION	Not only does a uniform affect obedience, but so does the legitimacy of the location. We have to believe that the location is a genuine setting for an order to take place.	<i>Location moved to a run-down office building</i>	<i>Now it's your turn...</i>
PROXIMITY	Finally, the closer we are to the consequences of our actions the less likely we are to obey, as we can see the potentially negative/harmful effects of our behaviour.	<i>Teacher and learning in the same room.</i> <i>Teacher forces learner's hand onto a shock plate</i>	<i>Now it's your turn...</i>

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Factors Affecting Obedience

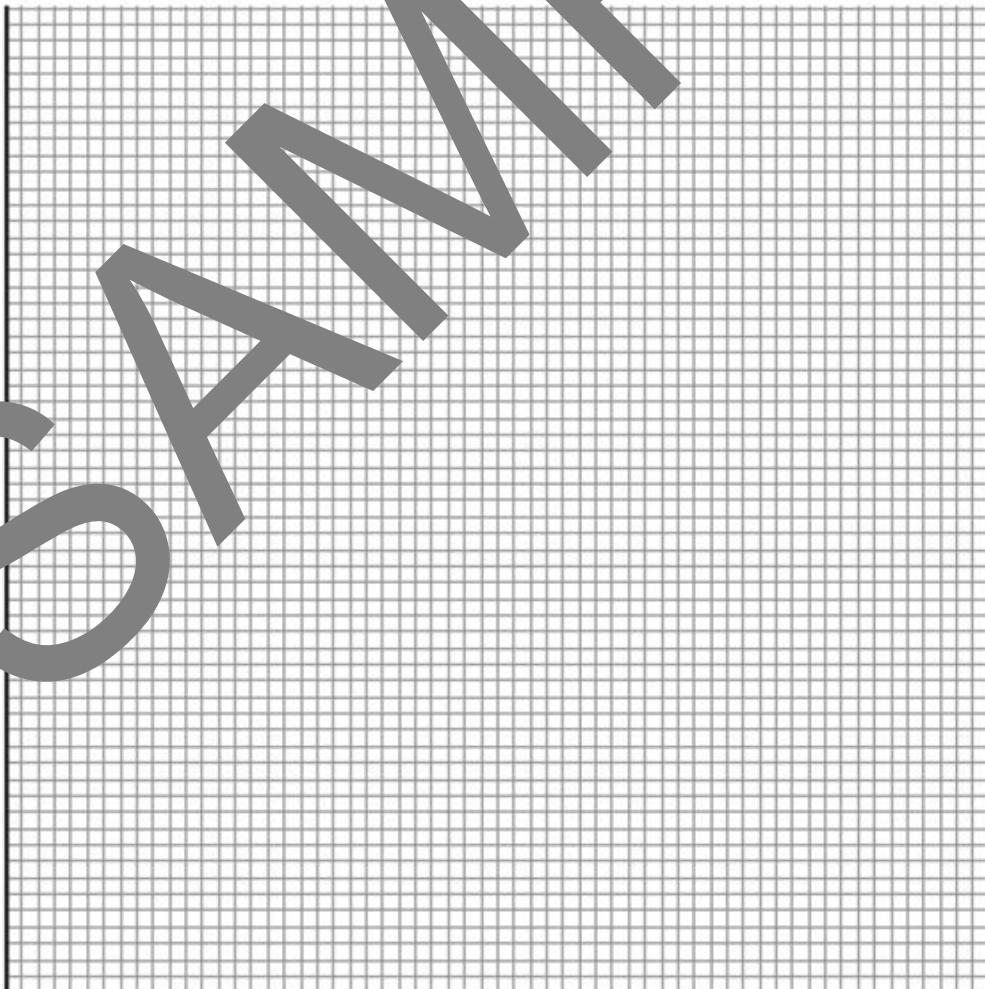
Task: Summarise the method and results of Hofling et al.'s (1966) experiment.



Uniform	Situation					
	Paper Bag		Dime		Bus Stop	
	N	%	N	%	N	%
Civilian	14	36	21	33	15	20
Milkman	14	64	14	57	14	21
Guard	22	82	20	20	16	5

Task: Answer the following exam style questions in relation to the data in the table (see below).

1. Sketch an appropriate graphical display to illustrate the data in table above.



2. Using the data in table 1 (or your graph), explain what conclusions a psychologist might draw in relation to obedience. (4 marks)

Task: Complete the table below with the percentage of participants who administered 450 volts in each of the different variations.

MILGRAM'S VARIATIONS	%
Someone else administered the shock.	
Milgram's Original.	
The experiment took place in a rundown office building.	
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The experimenter gave instructions to the teacher over the phone.	
Participants were red in groups to shock the learner. (Two rebelled and refused to go on).	

FACTOR AFFECTING OBEDIENCE	DESCRIPTION OF EXPLANATION	LINK TO MILGRAM'S VARIATIONS AND/OR BICKMAN AND HOFLING	HOW DOES THIS VARIATION SUPPORT THE EXPLANATION? Hint: Discuss the difference between Milgram's original finding and the variation chosen...
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UNIFORM	Research suggests that we are more likely to obey a person in uniform, in comparison to a person not wearing a uniform.		
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