



A-level Psychology project

Your task:

Write a **400 word** essay that answers the question:

*Describe **and** evaluate **two** studies of social influence. (16 marks)*

Structure:

This essay requires you to use research skills to find relevant studies on social influence. Essentially, you will need to answer the following questions, in detail, in order to answer the main essay question above:

- **How** were the studies carried out / conducted? (Describe)
- **What** were the findings of the studies? (Describe)
- What were the methodological and/or ethical **strengths and weaknesses** of these studies? (Evaluate)

! Make sure that you also include **key psychological terms** relating *specifically* to the topic of social influence in your answer.

! Make sure that your answer to this essay question is **handwritten and in your own words**. No copying of text from websites, textbooks or newspaper articles.

! Make sure that you P.E.E.L. your evaluation so that when you evaluate each study you make:

P: A point about how good or bad the study is.

E: Provide evidence that supports your point.

E: Explain how this evidence supports the initial point that you have made.

L: Link your evaluation point back to the main question.

Some sources to help you get started:

<http://www.psychology4a.com/>

<http://www.simplypsychology.org/>