

Studies and Applications in Psychology 2

Social Influence

Key Concepts –

Define the following key terms:

- Conformity:
- Collective Behaviour:
- Crowd Behaviour:
- Anti-social Behaviour:
- Pro-Social Behaviour:

The Effect of Situational Factors on Behaviour

Fill in the gaps below

1. Majority Influence on Conformity

Normative Conformity - Where people to group pressure because they want to and are concerned about being by others in the group. They don't change their personally (no internalisation).

Informational Conformity – Where people yield to group pressure because they are of the answer themselves. They their response so they change their behaviour and their opinion.

fit in unsure rejected private internalise beliefs yield

2. Collective and Crowd Behaviour

Match up the definitions with the description

Heavy-handed Methods		Members of the crowd who might otherwise have protested peacefully feel angry that the police are trying to stop them doing something that they see as valid. They now become part of an in-group with a common experience (treatment from the police) they now feel empowered to do so by a common group goal.
Shared Culture		This occurs when people lose their sense of individuality and become part of a crowd mentality. This can result in a crowd becoming violent and acting instinctively. Deindividuation can lead people to act in ways that they normally would not. People also feel less accountable for their actions in general due to a sense of lacking public awareness. Any violent behaviour that follows becoming deindividuated comes from the assumption that there will be no negative consequences for their behaviour.
Deindividuation		Crowds behave the way they do because they all act under a common identity. They share similar background, culture, interests or come from a similar area.

3. Culture on Pro/Anti-Social Behaviour

Cross through the incorrect word

Collectivist Culture - The needs of the group are seen as **more/less** important than the needs of the individual. The individuals in the society view themselves as interdependent or **connected/disjointed** to other people. These people are more likely to demonstrate **pro-social/anti-social** behaviour.

Individualist Culture - The needs of the individual are seen as **more/less** important than the needs of the group, and the individuals in the society view themselves as **dependent /independent**. These people are more likely to demonstrate **pro-social/anti-social** behaviour.

4. Authority Figures on Obedience

Highlight the key words.

Agency Theory - Milgram proposed a theory that people obey orders that they know to be ethically wrong because they have moved from an autonomous state, where they have power over their own actions, to being in an agentic state, where they are acting as agents of the authority figure and are therefore not responsible for their actions. In Milgram's experiment, the participants were acting as agents of the experimenter and understood that it was the experimenter's responsibility if anything happened to the learner.

5. Evaluating Situational Factors

Colour code the sentences to match up the peels

<u>Title</u>	<u>Point</u>	<u>Evidence/Explanation</u>	<u>Evidence/Explanation</u>	<u>Link</u>
Deterministic	P: One weakness of the theory of situational factors as an explanation for social influence is that there is contradictory evidence.	E: For example, research has shown that crowds do not necessarily become mindless and violent, and that actually deindividuation can be a positive experience.	E: This is a weakness because the theory of situational factors states that crowds will become violent and that deindividuation means that we act in violent and aggressive ways that we wouldn't normally if we were on our own. However, this research suggests that people can feel themselves as part of the crowd, losing their sense of individual self but in a good way as they are simply enjoying the atmosphere, such as at a music festival. It can also lead to pro-social behaviour, not just anti-social.	L: As a result, the credibility of the theory of situational factors is reduced.
Deindividuation does not always lead to violence	P: One weakness of the theory of situational factors as an explanation for social influence is that the research into it only focuses on one area.	E: For example, the theory suggests that our behaviours are simply determined by what is happening around us and that we do not resist this.	E: This is an issue because the theory of situational factors does not explain why people conform in some situations but not in others. This makes it hard to predict how they will behave, so it may not be as straight forward as the original theory suggests.	L: As a result, the explanatory power of the theory of situational factors as an explanation of conformity is weakened.
Does not give a valid representation of people's behaviour	P: One weakness of the theory of situational factors as an explanation for social influence is that it is deterministic.	E: For example, students may conform at a new school to fit in but may not conform at a drama group that they have attended for several years, as they feel more confident expressing their own opinion.	E: This is an issue because it does not take into account our capacity to think and use our free will to make a conscious decision as to whether we will conform, follow the crowd, act pro or anti-socially or obey.	L: As a result the credibility of the theory of situational factors as an explanation for social influence is reduced.

6. BICKMAN (1974) ORIGINAL STUDY AO1 (8)

Answer the following questions about Bickman's research:

- a. What method did Bickman use?
- b. Where did the research take place?
- c. What was the IV? (3 types/levels).
- d. What were the 3 commands given by the experimenters?
- e. What percentage obeyed the guard?
- f. What percentage obeyed the milkman?
- g. What percentage obeyed the civilian?
- h. What did Bickman conclude?

i. Summarise experiment 2 in 3 sentences:

j. Summarise experiment 3a in 3 sentences:

k. Summarise experiment 3b in 3 sentences:

7. Evaluating Bickman's Research

Fill in the gaps on evaluating Bickman's research

P: A weakness of Bickman's study into obedience is that it is

E: This is because Bickman only conducted his research in, which is part of an culture. Other research suggests that individualistic cultures are less inclined to, which may have affected the results.

E: This means that if the study was in other cultures the results may not be seen elsewhere. Consequently, the results cannot be to other cultures.

L: As a result, this reduces the of Bickman's study and weakens the explanatory power of Situational Factors as an explanation for Obedience as a whole.

P: Bickman's research can be criticised as being for several reasons.

E: For example, it was not possible to get fully from participants before the experiment took place, furthermore they were not In addition pps may have been caused or distress by the orders and the pressure to obey in front of others (psychological harm).

E: However, Bickman would have carried out a before the research was conducted. If the costs (causing psychological harm to pps) outweighed the benefits; (establishing strong support for situational factors as an explanation of obedience) the research would not have been allowed to proceed.

L: As a consequence, although Bickman's study can be criticised on ethical grounds, it can be said to provide valuable insight in the power of factors as an explanation of obedience.

P: A criticism of Bickman's study is that the research has

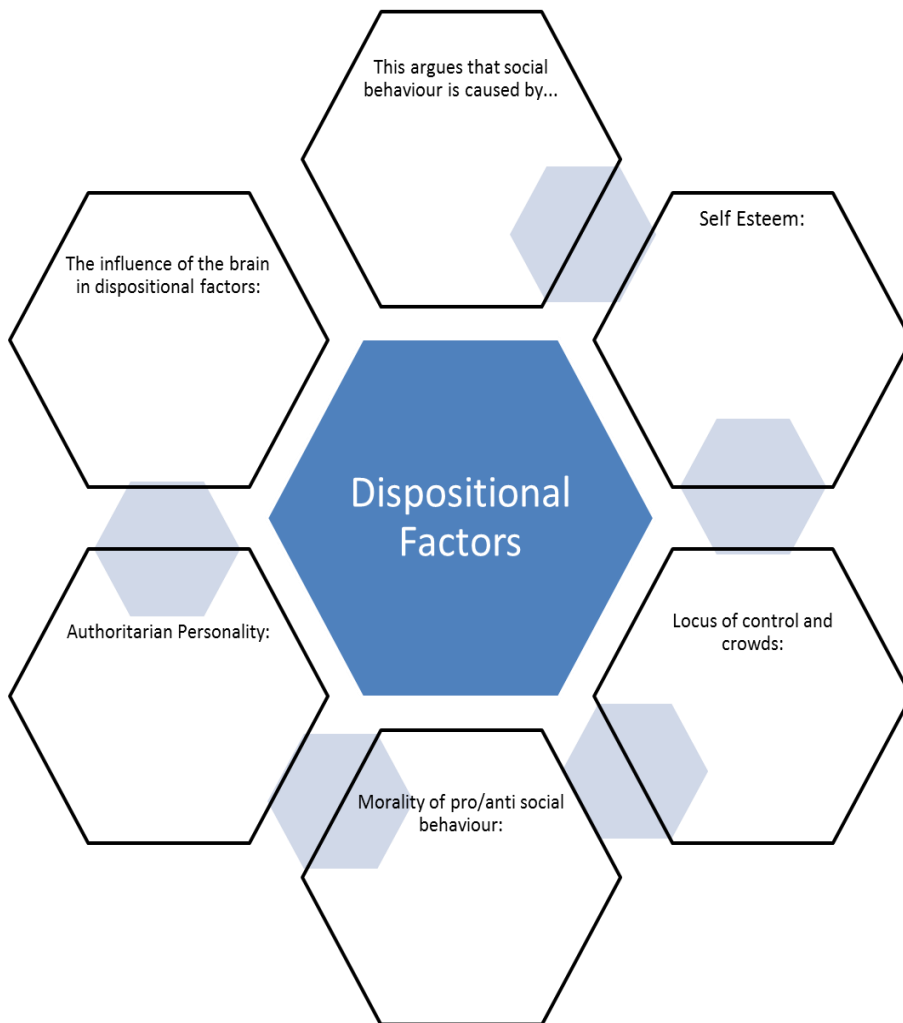
E: This is because Bickman used a experiment to investigate obedience which means there was a lack of controls over variables.

E: For example, the findings could have been influenced by variables such as the crowded street, noise or weather. People may have been more willing to give the experimenter a dime if it meant they could get out of the rain more quickly.

L: Therefore, this casts doubt over the of Bickman's research and reduces the overall support for situational factors as an explanation of obedience.

8. Dispositional Factors Explanation:

Fill in the spider diagram.



9. Evaluating Dispositional Factors:

Colour code the sentences to match up the peels:

Title	Point	Evidence/Explanation	Evidence/Explanation	Link
Reductionist	P: One weakness of the theory of dispositional factors as an explanation for social influence is that it is not easily generalisable.	E: For example, the theory focuses too much on only the individual and their own personality. This makes generalising to a wider group or society as an explanation very difficult.	E: This is a weakness because to tackle issues like disobedience and anti-social behaviour we need to be able to identify situations where we can predict anti-social behaviour and create interventions that can address this and encourage pro-social behaviour instead. This cannot be done using a very limited explanation for behaviour such as this theory.	L: As a result, the credibility of the theory of dispositional factors is reduced.
Focus too much on the individual	P: One weakness of the theory of dispositional factors as an explanation for social influence is that it is reductionist.	E: For example, the theory of authoritarian personality only really explains one aspect of why people obey.	E: This is an issue because it does not take into account the evidence that suggests that we are also influenced by those around us, and situational factors such as uniform and location.	L: As a result, the explanatory power of the theory of the authoritarian personality as an explanation of obedience is weakened.
Too simplistic	P: One weakness of the	E: For example, the theory	E: This is an issue because the theory	L: As a result the

	theory of dispositional factors as an explanation for obedience is that it does not account for all displays of obedience and is therefore too simplistic.	reduces complex behaviour like obedience and conformity down to personality factors such as the authoritarian personality.	of the authoritarian personality only explains why people may develop the authoritarian personality when brought up in a certain environment, it cannot explain why people who don't experience harsh parenting also obey authority.	credibility of the theory of dispositional factors as an explanation for social influence is reduced.
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10. Dispositional Factors Research Study: NatCen 2011 The Tottenham Riots

Answer the following questions

- a. What was the aim of the research?
- b. What method was used in this research?
- c. How many participants took part?
- d. What 4 categories were the participants placed in?
- e. Name 3 dispositional (nudge factors) which made people get involved?

11. Evaluating NatCan Research

Fill in the gaps below

P: One issue with the NatCen (2011) research into dispositional factors is that it may lack validity.

E: For example, the participants were interviewed after the event. This is data.

E: This is an issue because after 5 weeks their memories of the event might have faded or been by talking to others about the event or by seeing the coverage of the riots.

L: As a result the credibility of NatCen's research into factors is reduced due to issues with internal validity.

P: One issue with the NatCen (2011) research into dispositional factors is that it has

E: For example, because they wanted to gather data as soon as possible after the event, but many of the young people did not want to disclose their involvement in the riots, meaning the researchers had to then recruit individuals sent to for their involvement.

E: This is an issue because this sample of prisoners may not have represented all of the people who took part in the riots – for example they might have been arrested as they had been in before and were therefore known to the Their reasons for taking part in the riot might have been very different from someone who had never been in trouble before. These factors make it difficult to the Nat Cen research to anyone other than the prisoners they interviewed.

L: As a result the population validity of the NatCan research into dispositional factors needs to be questioned, which reduces the of the research overall.

P: One issue with the NatCan (2011) research into dispositional factors is that it was subject to

E: For example, they used an technique to investigate each individual's involvement in the riots.

E: This is an issue because the may have deliberately to make themselves sound This could work both ways; either a person with a criminal background their involvement or reasons behind it to make themselves sound tougher, or someone who did not get involved citing responses such as believing it was wrong when the real motivation might have been a lack of opportunity.

L: As a result the overall of the NatCen (2011) research into dispositional factors is reduced.

12. Social Influence Application: Changing Attitudes

Read, highlight and fill in the gaps.

How Minority Influence can affect social change in relation to mental health stigma and discrimination:

Minorities are a _____ group trying to influence a _____ group. They must be...

- _____ – they must not change the message
- _____ to the cause
- _____ – charismatic representatives can be effective in a campaign or giving speeches – majority MUST change their view both internally and externally
- _____ – Willing to compromise (meet in the middle)
- _____ – Relatable (peer-to-peer)

How Majority Influence can affect social change in relation to mental health stigma and discrimination

Majorities are a _____ group trying to influence a _____ group. Strategies include:

- Avoiding _____ vocabulary.
- Mental health stigma could be reduced if we talked about it the same way as _____.

Sleep and Dreaming

1. Functions, features and benefits of sleep.

Shorten the information down to 1 key sentence per function:

Healthy Brain:

Physical Repair:

Emotional Stability:

2. Stages of sleep:

Fill in the table:

Stage of Sleep	Brain Activity	Features of this stage	% of time in this stage
1	<ul style="list-style-type: none"> • Slowing • Synchronised • Alpha waves becoming theta waves 	<ul style="list-style-type: none"> • Drowsy • Easy to stir • People don't realise they have been asleep • Muscle spasms followed by sensation of falling 	10%
2			
3			
4			
REM			

3. Insomnia

Fill in the blanks

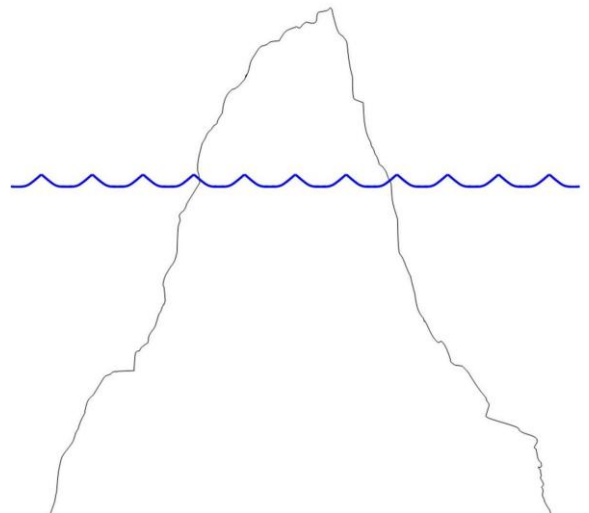
<p>Sleep Onset Insomnia When someone struggles to asleep. Causes:</p> <ul style="list-style-type: none"> • A..... • Too much c..... • Eating a • Playing • Physical 	<p>Sleep Maintenance Insomnia When someone struggles to asleep. Causes:</p> <ul style="list-style-type: none"> • D..... • D..... a..... • R..... I..... S..... • Sharing • M.....
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4. Endogenous Pacemakers and Exogenous Zeitgebers

- Name one example of an exogenous pacemaker.
- What is the name of the brain region that light stimulates?
- What does the SCN do?
- Which hormone is involved in the sleep/wake cycle?
- Where is the hormone made?

5. Freud's Theory of Dreaming

- What is repression?
- What is wish fulfilment?
- What is latent content?
- What is manifest content?



6. Freud's theory of dreaming evaluation

Colour code the table to match up the peels

Title	Point	Evidence	Explanation	Link
Too Subjective	P: One weakness of Freud's theory of dreaming is that it is very difficult to test.	E: This is because analysing someone's dream is open to interpretation; a number of people can hear the same description of a dream but interpret it in different ways. Why should we trust Freud's interpretation over anyone else's?	E: This is an issue because it may not reflect society today, we have a much more liberal attitude towards sex so this theory may not be relevant to today's interpretation of dreams.	L: As a result this reduces the credibility of Freud's theory of dreaming.
Difficult to Test	P: One issue with Freud's theory of dreaming is that it is too subjective.	E: For example at the time that Freud was writing, society was very strict about sexual intercourse and so the idea of repressing lust and desire makes sense.	E: This is an issue because if we cannot test the theory we cannot provide evidence to support (or contradict) it.	L: As a result this reduces the explanatory power of Freud's theory of dreaming.
Historical Bias	P: One major issue with Freud's theory is that it is culturally and historically biased.	E: For example, dreams cannot be easily verified (to make sure it is true) because dreams rely on the unconscious mind.	E: For example, what is the evidence that riding a horse symbolises having sex? It may mean something different to someone else.	L: As a consequence, this reduces the explanatory power of Freud's theory of dreaming.

7. **Freud's Case Study of the Wolfman**

Work out whether the following statements are True or False?

- Freud aimed to investigate the unconscious mind through dream analysis.
- Freud used the experimental method to investigate the Wolfman's mental illness.
- Freud carried out a series of **interviews** between 1910 and 1914, which he analysed 15 years later, so this was a **longitudinal study**.
- The participant was a woman in her 20s from a wealthy Russian family.
- His mother and cousin had both committed suicide 1 year apart.
- Freud's treatment centred around a dream Pankejeff had had as a very young child.
- He described the dream to Freud as seeing huge building outside his window during a winters' night.
- Freud stated the dream was a result of Pankejeff witnessing a 'primal scene' – his parents having sex – at a very young age.
- Freud suggested Pankejeff had an unconscious desire to be seduced by his father, in a similar way to experience the pleasure from a gift at Christmas. He claimed Pankejeff has seen his mother displaying pleasure on her face during the sex act and that he wanted to experience it too.

8. **Freud's Case Study of the Wolfman Evaluation**

Evaluating Wolfman' to answer the questions below:

- Why is the study of Wolfman low in population validity?
- Why is the study of Wolfman difficult to test?
- Why is the study of Wolfman too subjective?

9. **Activation Synthesis Theory of Dreaming**

Fill in the gaps

- Research shows that activity changes significantly just before and during REM sleep.
- At this point in the sleep cycle, powerful electrical pass through the brain like a wave.
- The signals arise from the in the brainstem and from the neurons that move the....., and then activate the system, as well as travelling up to the lobe in the higher part of the brain.
- Hobson and McCarley's theory was that these spikes were sending a random surge of through the brain at frequent intervals.
- This activates the whole cerebral cortex, and as a result the higher tries to attach some meaning as to what is happening. The effort to give the signals meaning is what leads us to..... .
- In order to produce synthesis, the brain draws upon its own stored..... However because the spikes activate many different brain areas at the same time, the outcome is often quite strange.

memories signals pons limbic occipital stimulation dream brain eyes Neuronal

10. **Activation Synthesis Theory of Dreaming Evaluation**

Match the parts of the PEEL up

Title	Point	Evidence	Explanation	Link
Reductionist	P: One major issue for the AST is that people often have recurring dreams.	E: For example, it reduces the complex behaviour of dreaming down to simple neuronal processes	E: This is an issue because even though the usual signals are not being sent in the brain, they still have dreams, the AST would argue this would not happen as the signals arise from the pons in the brainstem.	L: As a result this reduces the explanatory power of AST of dreaming.
Recurring Dreams	P: One limitation of the AST is that it is reductionist	E: For example, the AST argues that dreams are a	E: This is an issue because dreams are highly complex and can be packed full	L: As a consequence, this reduces the explanatory

		result of random neuronal processes.	of meaning. All of which is lost when we take a reductionist approach.	power of the AST of dreaming.
Patients with Brain Damage	P: One weakness of the AST is that there is contradictory evidence from patients with brain damage.	E: For example, it has been found that patients who have damage to their brainstem do not stop dreaming.	E: However, if we have recurring dreams this is evidence to suggest our dreams are not the result of random surges of stimulation through the brain, but could be linked to our unconscious or anxieties and worries from the day.	L: As a consequence, this affects the explanatory power of the AST of dreaming.

11. **Williams et al Research into Dreaming**

- a. What was the aim of Williams’ research?
- b. What method did Williams use?
- c. Give 2 details of the participants.
- d. What were pps asked to do?
- e. Explain the system used to analyse the dreams.
- f. What is inter-rater reliability?
- g. Give 2 results from the study.
- h. What did Williams conclude?

12. **Evaluating William’s Research**

Fill in the gaps.

Social Desirability

P: One issue with Williams’ research into dream analysis is that it is may be subject to

E: For example, the research involved

E: This is an issue because participants may have been about some of their dreams or fantasies and so may not have reported them accurately.

L: As a result the of Williams’ research is reduced.

Low Internal Validity

P: One weakness of Williams’ research is that it may have

E: For example, the results relied on the participants, it is possible that they were writing about dreams that took place in non-REM sleep rather than REM.

E: This is an issue because the researchers, as we cannot be sure participants were actually in REM sleep.

L: As a result this reduces the of Williams’ research into dream analysis.

Low Population Validity

P: One limitation of Williams’ research is that it has

E: For example, the study only involved participants, all of which were students from Harvard University, 10 of which were female (gynocentric).

E: This is an issue because this sample is not of the target population, it is assumed they were above average intelligence, and being female could affect the nature of the dreams and fantasies so we cannot generalise the findings to the

L: As a result this reduces the of Williams’ research into dream analysis.

13. Application Treatments for Insomnia

a. The impact of neurological damage to the hypothalamus on sleep

Damage to the can result in..... This is because the (SCN) is part of the **hypothalamus**. The **SCN** is responsible for the production of which helps us to fall asleep. This can be address by giving patients a melatonin substitute but is not recommended for long term use.

Insomnia suprachiasmatic nucleus drug treatment melatonin hypothalamus

b. Relaxation Techniques

Match up the name of the technique with its description.

The brain may be 'retrained' through relaxation techniques and sleep hygiene to help them sleep.

Clearing the mind		Done in an upright sitting position before getting into bed. Involves closing the mouth and inhaling through their nose for 4 seconds, then holding their breath for 7 seconds and then fully exhaling for about 8 seconds. Repeat 3-4 times.
Deep breathing		Involves people relaxing separate muscle groups, starting with the feet and working their way up their bodies. This involves tensing and relaxing each muscle in turn.
Relieving tension in the body		Setting aside some time each day to write down their worries. Once they've done this, they must try to stop themselves from worrying at any other time of the day. When in bed they should close their eyes and imagine these worries floating away.

c. Sleep Hygiene Education

Which of these are sleep hygiene techniques?

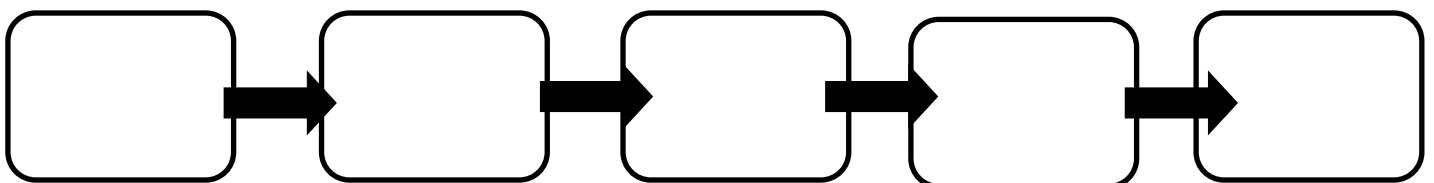
People are encouraged to 'clean up' their environment to help them sleep.

- Reducing alcohol/caffeine/nicotine
- Vigorous exercise before bed
- Avoiding large meals before bed
- Avoid taking naps
- Falling asleep on the couch
- Do regular exercise
- Expose yourself to natural daylight
- Invest in blackout curtains
- Travelling frequently across time zones
- Room temperature of around 17 degrees
- Wearing thick socks to bed
- Face a clock away from you
- Avoid going on your phone

Memory

1. Complete the information processing diagram with the words in the correct order

ENCODING RETRIEVAL OUTPUT INPUT STORAGE



USE THIS MNEMONIC TO HELP YOU REMEMBER THE ORDER IT SHOULD GO IN:
I EXIT SHOPS RIDING OSTRICHES

2. Now match up the key word to the correct definition

What do the 5 stages refer to?	
Input	Information is kept in the brain for later use.
Encoding	Recalling information from where it is stored in memory.
Storage	Information enters the body through the senses.
Retrieval	You use the information after it has been retrieved.
Output	The information is converted into nerve impulses, where it is recognised by the brain.

3. **Types of Forgetting**

Match the type of forgetting with its description

Retrieval Failure	(FADES AWAY) the fading of information over time. In the SM this happens when we don't pay attention, in the STM it happens when information is not rehearsed, in LTM decay will occur if there is a long gap between creating the memory and the recall.
Decay	when the STM is 'full', new information pushes out old information which will therefore be forgotten if it is not rehearsed. This type of forgetting does NOT occur in the LTM.
Displacement	The 'forgetting' of what you needed is known as <i>retrieval failure</i> . The reason we forget is because we are lacking the <i>cue</i> needed to trigger the memory. There is also a <i>state cue</i> : you are more likely to retrieve memories if you are in the same psychological or physical state as when you learnt them.

4. **How the Brain Works in the Formation of New Memories**

Fill in the gaps

Forming New Memories

The is a horse-shoe shaped part of the brain that is involved making memories. It is particularly important for memories. After information has been by the sensory areas (eyes, ears, nose, tongue, skin) it is combined by the hippocampus into one single experience.

Retrograde Amnesia

Retrograde amnesia is where people cannot recall memories from their long-term memory. Having this type of amnesia is much more than simply forgetting something. People with Alzheimer's disease also experienced retrograde amnesia. Damage to the lobe can result in retrograde amnesia.

Anterograde Amnesia

People who have amnesia are unable to form new memories because the information is unable to pass from short-term to long-term memory. This is because there is usually damage to the hippocampus, a vital element in the of new memories.

6. Evaluating the Multi-store Model

Colour code the boxes to create 3 peels about the MSM.

Title	Point	Evidence	Explanation	Link
Too much emphasis on rehearsal versus meaning	P: One issue with the MSM is that it is too simple.	E: For example it argues that we have one store for STM and one store for LTM.	E: For example some people may have a much better memory than others. This theory does not account for variations between people.	L: As a consequence this reduces the explanatory power of the MSM.
Too Simple	P: One issue with the MSM is that it places too much emphasis on the role of rehearsal versus meaning.	E: This is because it assumes that each person's memory system has the same structure.	E: This is an issue because if something is very shocking it does not need to be rehearsed for it to enter long-term memory. We also don't tend to rehearse smells and tastes, yet we can still remember them. Other psychologists have suggested that thinking about the meaning of something is more important in forming long term memories than rehearsal.	L: As a consequence this reduced the credibility of the MSM.
Ignores Individual Differences	P: One criticism of the MSM is that it is too rigid and ignores individual differences.	E: For example, it suggests that in order for information to be passed into the LTM, it must be rehearsed.	E: This is an issue because other research has suggested that it is much more complex than this and there may be several types of short and long term memory. For example, Clive Wearing's damaged memory demonstrates this. He cannot remember any autobiographical events since his brain damage; however he can remember how to play the piano to concert orchestra standards.	L: As a result, this casts doubt over the credibility of the theory in explain human memory.

7. Wilson, Kopelman and Kapur (2008)

Decide whether the following statements are true or false?

- Clive wearing had anterograde but not retrograde amnesia.
- Wilson et al did a longitudinal case study covering 21 years.
- The data gathered was quantitative only.
- They used MRI scans to see the amount and location of damage in his brain.
- The virus Clive contracted was known as herpes simplex viral encephalitis (HSVE).
- Test revealed Clive's STM was fine, but his LTM was 'severely impaired'.
- He could not talk, read, write, sight-read music and conduct and orchestra.

8. Evaluating Wilson, Kopelman and Kapur.

- What ethical issues are present in this research and why?
- Why does this research have low population validity?
- Why is this research hard to replicate?

9. Reconstructive Memory Theory

Match the aspect of the theory to the description:

Aspect of Theory	Description
Schemas	Our schemas are designed to help us quickly interpret a huge amount of sensory information that we perceive. These expectations help us make swift judgements about how to act in different situations. They may not always be correct but without them we would not be able to respond quickly.
Experience	Confabulation means making things up. It is not the same as lying as when people confabulate they do not do it with the intent to deceive people nor do they believe that what they are saying is incorrect. Bartlett says that people make up details or use aspects of other memories to fill in the blanks in their schema. This is so that it creates a more consistent reconstruction of the memory.

Expectation		According to Bartlett, we reconstruct our memories based on something called our schemas. A schema is a mental representation of an object or situation. It is based on prior experience. Bartlett states that we don't just recall our schemas in chronological order but we can be flexible with our schemas and access what is most relevant at the moment in time from our memory. We can also reconstruct our schemas based on new information that we see, hear or feel. Therefore if we saw a bald cat, we would add the fact that they can have fur or no fur to our cat schema.
Distortion and Leading Questions		Distortion refers to a memory that differs from the event which took place. Loftus and Palmer (1974) have demonstrated that memory can be deliberately altered by simply changing a verb. Participants who received a question with the word smashed estimated the speed of a car significantly higher than those who received the verb contacted. This is very important for Police when dealing with eye witnesses. If they use leading questions when they are interviewed, it could distort their memory.

10. Evaluating Reconstructive Memory Theory

Colour code the different parts of the PEELs

<u>Title</u>	<u>Point</u>	<u>Example</u>	<u>Explanation</u>	<u>Link</u>
<u>Reductionist</u>	One weakness of the reconstructive memory theory is that memory processing cannot be directly observed	For example, Bartlett's 'War of the Ghosts' research did not include standardised instructions and lacked the basic controls expected from psychological research.	This is an issue because memory processing is a lot more complicated than this, but the reconstructive memory theory fails to explain how these processes actually happen.	As a result, the credibility of the reconstructive memory theory is reduced.
<u>Processing cannot be directly observed</u>	One weakness of the reconstructive memory theory is that it is reductionist.	For example, schema themselves cannot be directly observed. Scans can only show brain activity, not exactly what an individual is processing.	This is an issue because the participants could have responded differently due to demand characteristics or investigator effects could have impacted the results, creating a deliberate error or omission of detail to be made. Because the research was not conducted in a systematic way, extraneous variables could have affected the results.	As a result, the explanatory power of the reconstructive theory of memory is reduced
<u>Research has low internal validity</u>	One weakness of the reconstructive memory theory is that the research used to support the theory has low internal validity.	For example, it reduces the complex process of memory processing down to the simple idea of creating a schema and reconstructing a memory.	This is an issue as the theory has been criticised as a result for the concept of a schema being too vague and hypothetical to be useful to our understanding of memory processes.	As a result Bartlett's research lacks internal validity, which in turns weakens the credibility of the reconstructive memory theory as a whole.

11. Braun, Ellis and Loftus (2002)

Answer the following questions

1. What method did Braun et al use?
2. What design did Braun et al use?
3. Give one detail of the sample.
4. What is the life event inventory?
5. What was the target question?
6. What was the IV in experiment 1?
7. What was the DV in experiment 1?
8. Give 2 findings from experiment 1.
9. What was different about experiment 2?
10. What was the same?

