

UNIT TITLE: Conformity and Obedience

LEVEL: Three

CREDIT VALUE: 3

UNIT CODE: BZN554

This unit has three learning outcomes.

LEARNING OUTCOMES	ASSESSMENT CRITERIA
The learner will:	The learner can:
1. Understand what is meant by social influence.	1.1. Assess the difference between conformity and obedience
2. Understand why people may or may not conform.	2.1. Evaluate two key psychological studies which seek to explain why people conform. 2.2. Evaluate the explanations offered by psychologists as to why some people may not conform.
3. Understand the reasons why people obey authority.	3.1. Evaluate Milgram's studies of obedience. 3.2. Discuss the ethical issues raised by this research. 3.3. Assess whether the knowledge gained about human behaviour justifies Milgram's experiments.