Commentary on candidate evidence

The candidate evidence has achieved the following marks for this course assessment component (assignment).

Candidate 2

Topic: Conformity

The candidate achieved **35 marks** for this course assessment component.

Section A

The candidate was awarded **8 marks** because they have provided theoretical background related to their topic of conformity and described two relevant research studies:

♦ Description of relevant psychology theory/concept (types of conformity and normative/informational social influence). **(4 marks)**
♦ Description of the aim, procedure and results of the Asch (1951) study. **(2 marks)**
♦ Description of the aim, procedure and results of the Jenness (1932) study. **(2 marks)**

Section B

The candidate was awarded **2 marks** because the aim clearly relates to the background research of conformity **(1 mark)**. The hypothesis is operationalised with clear expression of the research variables of false high estimates and estimates of sweets in a jar **(1 mark)**.

Section C

The candidate was awarded **6 marks** as they have provided 6 accurate descriptions of the method, as follows:

♦ The method used was accurately identified as lab experiment and the design was accurately identified as independent groups. **(1 mark)**
♦ A justification for the choice of method was given. **(1 mark)**
♦ The independent and dependent variables were accurately identified. **(1 mark)**
♦ Extraneous/confounding variables were given. **(1 mark)**
♦ The sampling technique was identified, and sufficient details of the sample were provided. **(1 mark)**
♦ Sufficient detail was provided in the materials and procedure to permit replication. **(1 mark)**

Section D

The candidate was awarded **2 marks** because they have provided 2 accurate points of explanation of how British Psychological Society (BPS) ethical guidelines have been implemented. The candidate has identified appropriate

ethical principles and has made some effort to relate them to their own study, for example: The candidate explained the light-hearted nature of the task and reassured participants about any conforming responses they made.

All other points were generic.

Section E
The candidate was awarded **5 marks** because they have provided 5 accurate points of interpretation and presentation of data, as follows:
♦ An appropriate form of statistical analysis was chosen. **(1 mark)**
♦ Calculations were present in Appendices and accurate. **(1 mark)**
♦ Data was presented in an appropriate format (a summary table and bar chart). **(1 mark)**
♦ The title of the graph was appropriate, labels and legends were accurate and sufficient details were provided to permit interpretation. **(1 mark)**
♦ An accurate statement was provided about whether the results support or refute the hypothesis. **(1 mark)**

There was no justification of the choice of statistical procedures (information on the mean and range was descriptive) so no marks were awarded here.

Section F
The candidate was awarded **6 marks** because they provided 6 relevant points of analysis as follows:
♦ A link was made between their results and their hypothesis. **(1 mark)**
♦ The candidate has provided an alternative explanation for the participants' conformity (they did not notice the estimates). **(1 mark)**
♦ The candidate has provided an alternative explanation for the participants' conformity (the estimates were not believed). **(1 mark)**
♦ The candidate has provided an alternative explanation for the participants' conformity (increased knowledge and awareness of conformity in relation to time). **(1 mark)**
♦ The candidate has provided an alternative explanation for the participants' conformity (changes to student population since early studies were conducted). **(1 mark)**
♦ The candidate has provided an implication of the method in relation to conformity in real life. **(1 mark)**

Section G
The candidate was awarded **4 marks** because they made 4 evaluative points as follows:
♦ A weakness regarding the materials was explained (big sweets in a small jar). **(1 mark)**
♦ A strength of lab experiments was explained. **(1 mark)**
♦ A weakness regarding the population the sample was drawn from, and the sample size was explained. **(1 mark)**
♦ A weakness regarding the sample type was explained (gender balance). **(1 mark)**

Section H

The candidate was awarded **2 marks** because the references were presented in such a way as to enable a third party to locate information **(1 mark)** and the candidate presented their research in the style and format of a psychological research report, written in the third person. The report was organised correctly, included a title, and all sections were in the correct order, with all appropriate information in the correct section. The candidate used appropriate terminology and the correct tense throughout **(1 mark)**.