**ASSIGNMENT 04**

S06 Social Psychology

**Directions:** Be sure to save an electronic copy of your answer before submitting it to Ashworth College for grading. Unless otherwise stated, answer in complete sentences, and be sure to use correct English, spelling, and grammar. Sources must be cited in APA format. Your response should be four (4) double-spaced pages; refer to the “Format Requirementsʺ page for specific format requirements.

**Part A**

*Objective: Recognize characteristics of informational social influence.*

After checking into a hotel, Emma suddenly hears pounding on her door. A man in a uniform is standing there telling her there’s smoke on a lower floor and the electricity is possibly going to shut off. She should prop her door open and evacuate as quickly as possible. Later, Emma returns to find that her laptop and jewelry have been stolen. She has fallen victim to informational social influence.

Based on your understanding of informational social influence, outline and explain the four (4) factors and conditions that encouraged Emma to conform.

**Part B**

*Objective: Describe the need to be accepted in the context of normative social influence.*

1. Based on Schachter’s “Johnny Rocco” study, describe three (3) stages involved in persuading “rebels” to conform to group norms.
2. Describe an instance in your life when you were persuaded to adopt or reject group norms.

**Grading Rubric**

*Please refer to the rubric on the following page for the grading criteria for this assignment.*

