

Describe how one research method was used in one study at the socio-cultural level of analysis.

What is the question asking you to do?

- Identify one research method - for example, experiment, correlation, interview, observation or case study.
- Identify one study at the SCLOA and outline its aim, procedure and results.
- Describe how the research method was used in the study described.
- Use correct vocabulary appropriate to the research method - e.g. Independent variable, controls, placebos, participant vs. non-participant.

Sample

The research method is identified.

One research method used in the socio-cultural level of analysis is an **experiment**. An experiment is made up of an independent variable (IV) and a dependent variable (DV). The independent variable is manipulated so that its effect on the dependent variable can be measured. Often experiments have a control group which is either not shown or told what the other groups are told, to see their natural reaction without the manipulation of the IV. Or they are given a placebo – a non-active treatment such as a sugar pill – to see whether the fact that they are given something also yields the same result as if the IV were manipulated. The use of a control group enables us to establish a cause and effect relationship between the variables where it is clear that the changes in the DV were due to the manipulation of the IV and not due to a confounding variable.

A fairly good description of an experiment in general terms.

The study to be described is identified.

One experiment in the SCLOA was **Bandura's Bashing Bobo** study which focused on social learning theory. The study had two aims. The first was to see whether a child would imitate a model and the second was to see whether same-sex models were more likely to be imitated.

The aims of the study are stated.

A bit problematic as there were actually 12 groups. There were three IVs: gender of the actor, gender of the child and the behaviour that was watched. This is not clear.

The participants were children aged between 3 and 6 years. The first group was exposed to an aggressive model. The second group was exposed to a passive model and the third group was the control – that is, not exposed to a model. The first two groups after being exposed to their respective models, were placed in a room filled with toys and left there for a few minutes before being told that the toys were meant for other children. They were then placed in a room with a Bobo doll. It was found that children exposed to an aggressive model were more likely to imitate it and bash the Bobo doll as well. It was also found that girls used more verbal aggression, while the boys used more physical aggression. When exposed to an aggressive female model, some boys said, "Ladies should not do that." Hence, it was also found that same

It is not clearly explained why this is significant in the study.



The results should be more clearly stated.

This information, as well as the statement of the IVs, should appear at the beginning of the SAQ, and not at the end.

sex models were more likely to be imitated. The study was matched for aggression based on parental and teacher evaluation of the children. Depending on how aggressive a child was, they were evenly distributed among the groups. Unlike other experiments, this study had three independent variables that were manipulated. They were the sex of the model, the sex of the child, and the level of aggression modeled. The use of a control group allows us to establish a cause and effect relationship between the IV and the DV.

Why students would lose marks for this response

- The study is not from the SCLOA.
- A correct research method is not identified - for example, "animal research" or "twin studies" is used.
- How the research method is used is not described in any detail.
- Rather than focusing on the research method, the response focuses on the fact that it was "naturalistic," or "covert", or "participant".

A thought on Bashing Bobo

Bandura's original study is very complex. Many students do a poor job of outlining the study on exams. There are several other studies of Social Learning Theory that are much easier to write. Students may want to consider using them on the exam, rather than this rather complicated study.

