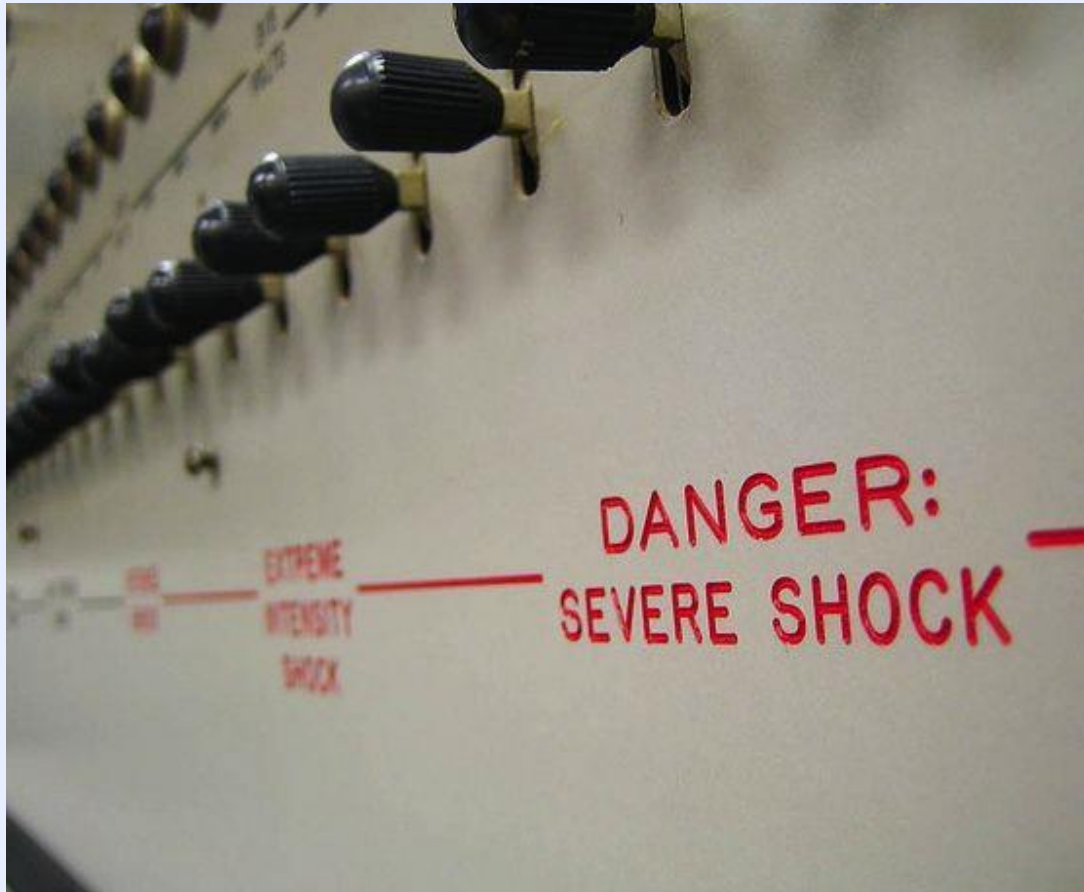


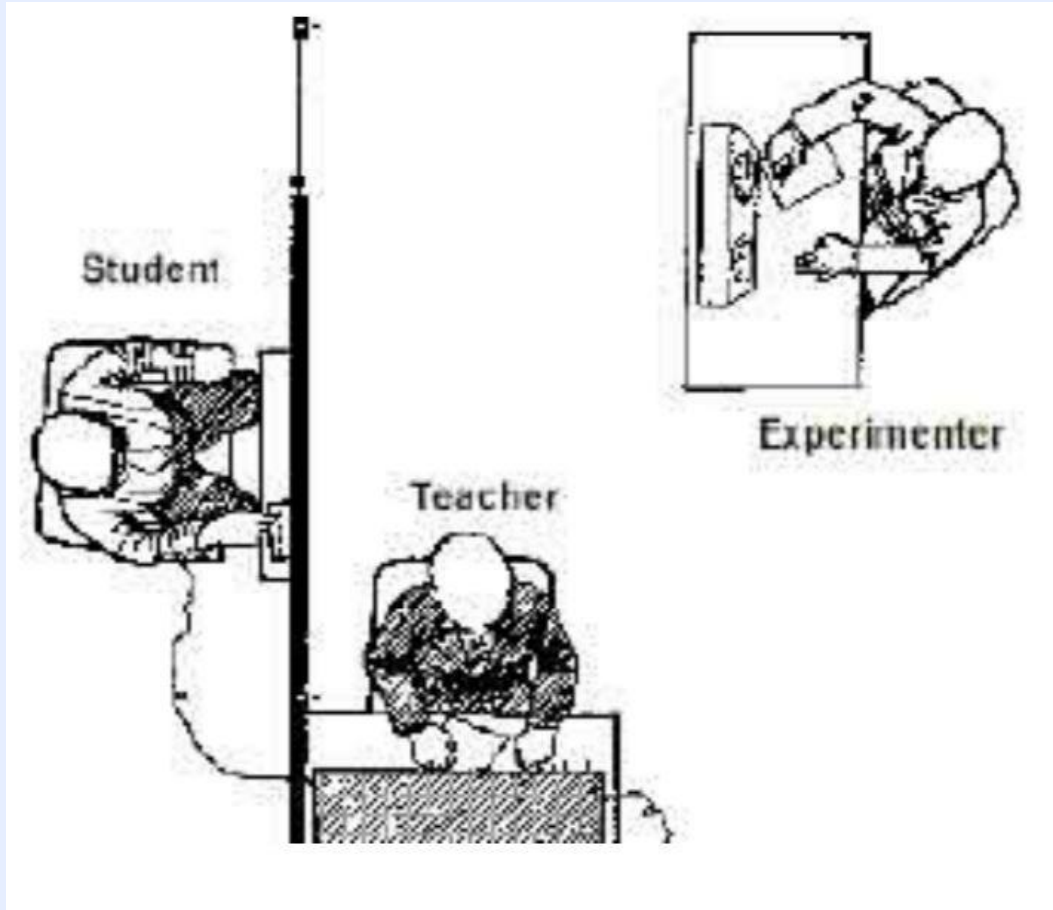
L/O TBAT outline and evaluate Milgram's research into obedience

The Shock Machine



- Starts at 45 V
- Goes up in 15 V jumps
- Ends at 450 V
- How far would you go?

Describe what you see!



What are these participants doing? Why?



Key term - obedience

- A form of social influence in which an individual follows a direct order
- The person giving the order is *usually* an authority figure who has the power to punish disobedient behaviour.

Milgram (1963) – Obedience Baseline study

- **This is variation '5'**
- Milgram refined his procedure over variations 1-4
- **Milgram used the results of this 'baseline' study to compare what happened when he made changes (variations)**

Milgram (1963) – Obedience Baseline Flashcard

Front

- Aim
- Procedure
- Findings
- Conclusion

Back

Procedure	40 American men given role of Teacher through fixed draw.
	Ordered to give (fake) shocks to Learner (confederate) by an Experimenter.
	Shocks increased 15 volts with each mistake on memory task, up to 450v.
Findings	No participants stopped before 300v and 65% went all the way to the top of the shock scale, 450v.
	Many showed signs of stress, most objected but continued anyway.

- Conclusion: ordinary people will obey an instruction to hurt an innocent person when given a direct order.

Milgram (1963) – Obedience Baseline Aim

- To see if ordinary people (US males) would give an electric shock (increasing in voltage to dangerous levels) to a stranger when given direct instructions to do so

Milgram (1963) – Obedience Baseline Procedure

- 40 American men volunteer for study into learning
- All given role of 'teacher' in rigged draw
- Ordered to give (fake) shocks to a 'learner' → ++ in voltage
- Each 'error' → 15 V increased (max 450)

Milgram (1963) – Obedience Baseline Findings

- 100% → 300V, 65 → 450 V
- When ordered to do so by 'authority figure' pts obeyed to hurt an innocent individual

Public Announcement

WE WILL PAY YOU \$4.00 FOR ONE HOUR OF YOUR TIME

Persons Needed for a Study of Memory

*We will pay five hundred New Haven men to help us complete a scientific study of memory and learning. The study is being done at Yale University.

*Each person who participates will be paid \$4.00 (plus 50c carfare) for approximately 1 hour's time. We need you for only one hour: there are no further obligations. You may choose the time you would like to come (evenings, weekdays, or weekends).

*No special training, education, or experience is needed. We want:

Factory workers	Businessmen	Construction workers
City employees	Clerks	Salespeople
Laborers	Professional people	White-collar workers
Barbers	Telephone workers	Others

All persons must be between the ages of 20 and 50. High school and college students cannot be used.

*If you meet these qualifications, fill out the coupon below and mail it now to Professor Stanley Milgram, Department of Psychology, Yale University, New Haven. You will be notified later of the specific time and place of the study. We reserve the right to decline any application.

*You will be paid \$4.00 (plus 50c carfare) as soon as you arrive at the laboratory.



Stanley Milgram

- [BBC Documentary](#)



Think / pair / share

- Why do you think participants obeyed in this study?
- **The original study was conducted in the 1960s, would the study work today? Why/why not?**
- Why might many people still think this study was unethical and should not have been done?

Experimenter

- This is a movie about Milgram's work *and* life
- **It covers more than just the shock generator experiments**
- As we watch the procedure I'll stop the film, then let you write down key elements of the procedure onto a whiteboard

Evaluating Milgram's research into obedience

Supporting evidence: The Game of Death

- **Ppts thought they were contestants in a new game show**
- Paid to give electric shocks when ordered to other (fake) pts
- **This was done in front of a studio audience**
- Write down what % you think when to the max voltage
- **Answer: 80% went to 460 V**

Limitation: did participants think it was real? If they didn't → low internal validity

- Milgram: 75% ppts said they thought shocks were real

BUT

- Orne and Holland (1968) argued that they were 'play-acting'

AND

- Gina Perry (2013) listened to the recordings again: 50% thought shocks were real, 66% of these went to 450 V

Sheridan and King (1972)

- **Would pts give FATAL electric shocks to an innocent puppy?**
- Write down your predictions for males and females
- **Males: 54%**
- Females: 100%

Notes/reading: Obedience – Milgram (1963)

A01 (description)

- **Procedure: who, what, how**
- Findings
- **Conclusions**

A03 (evaluation)

- **Research support**
- Low internal validity vs puppies!
- **Alternative explanation**
 - Not 'blind' obedience
 - Ppts 'identified' with research aims – and were trying to be part of the study

Milgram Knowledge Quiz

- 1. How many participants took part in the original research?**
2. How many of these participants were male?
- 3. What percentage administered a 450 Volt shock?**
4. How many administered a 300V shock?
- 5. Which decade did the experiment take place in?**
6. Why was the study considered reliable?
- 7. Why was the study criticised for validity?**
8. What was Milgram's first name?
- 9. Where did Milgram's parents come from?**

Milgram Knowledge Quiz

1. How many participants took part in the research? 40
2. How many of these participants were male (%)? 100%
3. What percentage administered a 450 Volt shock? 65%
4. How many administered a 300V shock? 100%
5. Which decade did the experiment take place in? 1960s
6. Why was the study considered reliable? Standardised procedure and can be repeated e.g., in other cultures
7. Why was the study criticised for validity? Participants may not have really acted the same way in a more realistic situation
8. What was Milgram's first name? Stanley
9. Where did Milgram's parents come from? Eastern Europe

Milgram's Variations

Milgram did a series of variations from the "baseline" study



Baseline: 65% of participants continued to give shocks up to 450 volts

Run down office block (Exp. 10)

- The study was moved from Yale Uni to a rundown office in a nearby town.



LOWER OBEDIENCE

47.5%

Telephonic Instruction (Exp. 7)

- After giving initial instructions, experimenter left the room and gave any further instructions by phone



LOWER OBEDIENCE

22.5%

Getting someone else to do it!

- **There are two teachers – in fact one of them is a confederate/stooge (like the learner)**
- The participant (teacher) says whether the learner got the answer right or wrong
- **If the answer is wrong, the participant teacher tells the fake teacher to throw the switch**
- I.e., the participant gets someone else to actually give the shock

HIGHER OBEDIENCE

92.5%