

Supporting Documentation: Identify with Victim

Description of task:

We used female undergraduates as participants. Our aim was to manipulate identification with the victim by invoking feelings of privilege among our participant sample. We primed women with either their high privilege compared to women in developing countries or with their low privilege compared to men. We also had a control group which were not asked to reflect on their privilege.

Consent Form:

Thank you for agreeing to take part in this study.

In this research we are interested in examining the process by which people make **word-group associations**. This is a topic of considerable interest to cognitive neuroscientists interested in neural networking in the brain.

Your task is to look at images describing groups of people and to select a **negative word** that you associate with each group. Your responses will help psychological scientists understand the process of word-group association which is important for understanding the cognitive and neural processes involved when people form impressions.

To begin the study, please press the "Click Here" button at the bottom of this page. After doing so, you will be asked a few questions regarding your feelings about our goals as scientists. You will then be directed towards an image followed by several adjectives. Your task is to choose **one** of these adjectives to describe the group featured in the image.

Thank you very much for your time. Without you, we could not complete our research.

Debrief Form:

Project Title:

Victim Identification and Obedience

Researcher(s) Name(s)

Chloe Sheerin

Supervisor's Name

Professor Stephen Reicher

Nature of Project

This study is based upon a series of famous experiment on obedience carried out by Stanley Milgram in 1963, which were extremely influential in shaping our views of the nature of evil and the circumstance under which people are more likely to either obey or dissent to authority. One factor that might be influential in determining obedience is self-identification with either authority or victims. You were told that this experiment aimed to investigate the processes in the brain which are used when forming word-image associations and the way in which our previous social experiences impacts upon these formations. In actuality, this experiment aimed to examine whether levels of obedience are dependent upon self-identification with victims.

In the first part of the experiment, you were asked to reflect upon the ways that you have been either underprivileged in comparison to men or privileged in comparison to women in less economically developed countries. This was not aimed at gaging your previous social experiences but instead aimed to evoke feelings of powerlessness or powerfulness. It is thought that this would either increase or decrease your identification with groups in a subsequent obedience task, in which you were asked to apply negative adjectives to increasingly attractive groups.

During this task, you were given the option to either continue or leave the experiment after every image was presented. We predict that those in the underprivileged condition will identify more with the individuals in the obedience task and will therefore choose to leave the experiment sooner than those in the privileged condition.

This research is important for understanding the situations in which individuals are likely to obey. This has important implications not only for our understanding of human behaviour but can also help us understand the type of situations that lead individuals to behave in ways they may not consider to be acceptable.

Storage of Data

As outlined in the Participant Information Sheet your data will now be retained for a minimum of 5 years before being destroyed. Your data will remain accessible to only the research team.

.What should I do if I have concerns about this study?

A full outline of the procedures governed by the University Teaching and Research Ethical Committee are outline on their website <http://www.st-andrews.ac.uk/utrec/Guidelines/complaints/>

Contact Details

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