



... and inadvertently offered a chance to turn teaching into research and two publications

The Lost Letter Study

- Stanley Milgram
- 1960 in Boston, MA
- Researching social attitudes
- “lost” pre-addressed and stamped letters
- Waited to see how many of each condition would be “helped” on their way

TWO CONDITIONS:

- Medical Research Associates
- Friends of the Nazi Party

The Social Psychology class activity

- The students started by working together to decide on a modern equivalent to “the friends of the Nazi Party”
 - 2011 = The Anti-All Blacks Association
 - 2010 = The Whale Meat Wholesalers
 - 2009 = The Pedophile Network

OTHER CHANGES TO MILGRAM'S ORIGINAL STUDY INCLUDED:

adding a third “positive” condition:
The Random Acts of Kindness Society

And for the neutral condition:
John Smith

Procedures

- Students were randomly divided into three groups
 - Positive, Negative or Neutral addressee
- All used the same AUT Private Bag address
- All were sent out to “lose” their letters all around Auckland

- In order to determine the value of the exercise on learning, students were given a short survey with Likert-type questions about their enjoyment of the activity ...
- ... and if their learning was enhanced through the activity

All students were also given an extra credit point for providing a stamp

NZ-based replication of a social psychology experiment

- Focus of this paper is on the modern replication of the original study
- What outcomes would we get today, in NZ?

Innovative classroom activity

- Focus of this paper is on the method of “doing” social influence research
- How was student learning enhanced by carrying out the small-scale replication of Milgram’s original work?

Two opportunities

Thank you for attending!!

Any questions?