

General Certificate of Education
January 2004
Advanced Subsidiary Examination



PSYCHOLOGY (SPECIFICATION B)
Unit 2 Social and Cognitive Psychology

PYB2

Friday 9 January 2004 Morning Session

In addition to this paper you will require:

a 12-page answer book.

You may use a calculator.

Time allowed: 1 hour 30 minutes

Instructions

- Σ Use blue or black ink or ball-point pen.
- Σ Write the information required on the front of your answer book. The *Examining Body* for this paper is AQA. The *Paper Reference* is PYB2.
- Σ Answer **three** questions.
- Σ Answer **one** question from **Section A**, **one** question from **Section B** and a **third** question from either **Section A** or **Section B**.
- Σ Do all rough work in the answer book. Cross through any work you do not want marked.

Information

- Σ The maximum mark for this paper is 60.
- Σ Mark allocations are shown in brackets.
- Σ Questions carrying 10 marks should be answered in continuous prose. Quality of written communication will be assessed in these answers.
- Σ In answers to questions carrying 10 marks, you will be assessed on your ability to use an appropriate form and style of writing, to organise relevant information clearly and coherently, and to use specialist vocabulary, where appropriate. The degree of legibility of your handwriting and the level of accuracy of your spelling, punctuation and grammar will also be taken into account.

SECTION A: SOCIAL PSYCHOLOGY

Answer **at least one** question from this Section.

Each question carries 20 marks.

- 1 Ryan and his group of school-friends like to play football, but avoid studying. They call themselves the “Squad”. Ryan strongly dislikes another group of students who work hard but avoid sports. He and his friends call members of this group the “So Sad Crew”. Ryan dislikes the “Crew” because he believes that teachers treat them more favourably. He often feels angry when they use words that he does not understand. Ryan avoids sitting next to any member of the “Crew”.
- (a) Identify **two** techniques which could be used to measure Ryan’s attitude. (2 marks)
 - (b) What do psychologists mean by *discrimination*? Illustrate your answer with an example from the description above. (2 marks)
 - (c) Identify **three** components of attitudes and illustrate **each** with an example from the description above. (6 marks)
 - (d) Describe and discuss **two** psychological explanations for Ryan’s prejudice against the “So Sad Crew”. (10 marks)
- 2
- (a) Outline what is meant by the term *informational conformity*. Illustrate your answer with an example. (3 marks)
 - (b) The **three** examples below illustrate different types of social influence.
 - A: A footballer leaves the field when sent off by a referee.
 - B: A worker promoted to a management job starts wearing suits to work, so as to be like the other managers.
 - C: A student lends a book to her boyfriend when he asks her.
 - (i) Which is an example of obedience? In your answer book, write **A**, **B** or **C**.
 - (ii) Which is an example of conformity? In your answer book, write **A**, **B** or **C**. (2 marks)
 - (c) Describe **one** study in which Asch investigated conformity. Indicate why the study was conducted, the method used, results obtained and conclusion drawn. (5 marks)
 - (d) Discuss **at least two** issues which have arisen in empirical studies of obedience. (10 marks)

- 3 (a) Identify **two** types of bias or error which psychologists believe can influence the attribution process. (2 marks)
- (b) Outline what is meant by a *social schema*. (2 marks)
- (c) Benazir goes for a job interview.

Explain how **both**

(i) *the primacy effect*

and

(ii) *stereotyping*

might influence how the interviewers perceive Benazir. (6 marks)

- (d) Describe and discuss **at least two** factors which, according to psychologists, are likely to affect a person's self-perception. Refer to psychological theory **and/or** evidence in your answer. (10 marks)

- 4 (a) Outline what is meant by a *dominant response*. (2 marks)
- (b) Two psychological explanations of arousal are

A: *evaluation apprehension*;

B: *distraction*.

Decide which of these explanations is more likely in **each** of the examples below.

- (i) A footballer feels nervous because he knows that television commentators will be discussing his performance.
- (ii) A swimmer, who is used to performing in front of cameras, achieves the fastest time in her career when she knows that her new boyfriend's parents are watching the event on television.
- (iii) A researcher finds that participants take longer to complete a task when there is a sleeping person in the same room, compared with when they are alone.

In your answer book, write either **A** or **B** as the answer to **each** part of this question. (3 marks)

- (c) Describe **one** study in which social facilitation was investigated. Indicate why the study was conducted, the method used, results obtained and conclusion drawn. (5 marks)
- (d) Discuss the influence of cohesion in relation to **two** different types of sport. (10 marks)

Turn over ►

SECTION B: COGNITIVE PSYCHOLOGY

Answer **at least one** question from this Section.

Each question carries 20 marks.

- 5 (a) Identify **three** factors which psychologists have found can influence or bias visual perception. *(3 marks)*
- (b) Identify **three** features of a top-down theory of information processing. *(3 marks)*
- (c) The illustration below (**Figure 1**) shows a visual illusion.

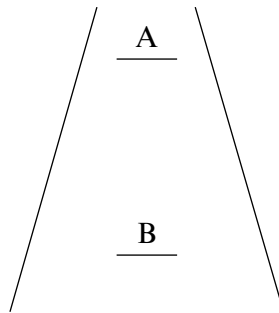


Figure 1

Line A is actually the same length as Line B, although many people perceive it to be longer. Briefly explain this illusion. *(4 marks)*

- (d) Describe and discuss Deutsch and Deutsch's model of selective attention. Refer to empirical evidence in your answer. *(10 marks)*

- 6 (a) Using an example, state what is meant by the term *episodic memory*. (2 marks)
- (b) The multi-store model of memory identifies a long-term memory store and a short-term memory store. Identify **two** differences between these memory stores. (2 marks)
- (c) A researcher is investigating the levels of processing model of memory. She shows participants printed words such as “hat”, “DOCK” and “smoke”. After each word, she asks one of three questions:
- Σ “Does it rhyme with ‘joke’?”
- Σ “Can you wear it?”
- Σ “Is it in capitals?”
- Later, she asks her participants to recall as many words as they can. She finds that the type of question asked affects recall.
- Identify **three** levels of processing and match **each** one with one of the three questions listed above. (6 marks)
- (d) Describe and discuss the working memory model. Refer to empirical evidence in your answer. (10 marks)
- 7 (a) (i) Identify the type of reasoning which is used to make judgements about the likelihood of events occurring.
- (ii) Identify the type of reasoning in which generalisations are made from specific observations. (2 marks)
- (b) Using an example, state what is meant by a *convergent cognitive style*. (2 marks)
- (c) Identify **three** criteria for language and give an example to illustrate **each** one. (6 marks)
- (d) Describe and discuss Whorf’s view of the relationship between language and thought. Refer to empirical evidence in your answer. (10 marks)

TURN OVER FOR THE NEXT QUESTION

Turn over ►

- 8 (a) Outline what psychologists mean by the term *repression*. (2 marks)
- (b) Researchers found that children aged six to eight years took the same amount of time to recognise familiar faces whether they were shown upside down or the right way up.
- Does this finding support the feature analysis or the holistic forms explanation of face recognition? Justify your answer. (3 marks)
- (c) Describe **one** study in which amnesia was investigated. Indicate why the study was conducted, the method used, results obtained and conclusion drawn. (5 marks)
- (d) Discuss the reliability of eye-witness testimony. Refer to empirical evidence in your answer. (10 marks)

END OF QUESTIONS