

General Certificate of Education  
January 2005  
Advanced Subsidiary Examination



**PSYCHOLOGY (SPECIFICATION B)**  
**Unit 2 Social and Cognitive Psychology**

**PYB2**

Tuesday 11 January 2005 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**

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

**Information**

- The maximum mark for this paper is 60.
- Mark allocations are shown in brackets.
- Questions carrying 10 marks should be answered in continuous prose. Quality of written communication will be assessed in these answers.
- 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.

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**SECTION A: SOCIAL PSYCHOLOGY**

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

Each question carries 20 marks.

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- 1 (a) Identify **two** explanations that psychologists have given for prejudice. (2 marks)
- (b) Outline what is meant by the term *discrimination*. (2 marks)
- (c) Sunil has recently joined a group which aims to close down zoos. He believes that animals in zoos suffer distress because their freedom is restricted when they are kept in cages. When he sees pictures of caged animals, he feels upset and angry.

Name **three** components of attitudes and illustrate **each one** with a statement from the description above. (6 marks)

- (d) A friend asks Sunil to join a protest to prevent people from visiting a local zoo, but Sunil refuses to take part in this kind of action.

Referring to the example of Sunil, discuss the relationship between attitudes and behaviour. Refer to empirical evidence in your answer. (10 marks)

- 2 (a) Outline what is meant by *informational conformity*. (2 marks)
- (b) Outline what is meant by *normative conformity*. (2 marks)
- (c) According to Milgram's research, several factors can influence obedience.

As part of a police training course, the trainees and instructors spend a week out of uniform at a run-down outdoor-activities centre. The trainees are sent out in groups, and the instructors remain at the centre, giving them orders by mobile phone.

From the description above, identify **three** factors that can influence obedience. State the likely effect of **each** factor on the obedience of the trainees. (6 marks)

- (d) Discuss Asch's research into conformity. (10 marks)

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- 3 (a) Outline what is meant by a *social schema*. (2 marks)
- (b) Explain what is meant by a *dispositional attribution*. (2 marks)
- (c) According to the covariation model, there are three components that influence the type of attributions we make.

“Southenders” is a TV soap opera which is watched by millions of people. Gordon never misses an episode of “Southenders”. However, he does not watch any other soap operas.

Identify the **three** components of the covariation model and illustrate **each** component with reference to the description above. (6 marks)

- (d) Describe and discuss empirical research into the primacy effect in impression formation. (10 marks)
- 4 (a) Outline what is meant by a *dominant response*. Illustrate your answer with an example based on a sporting activity. (3 marks)
- (b) Outline the relationship between team cohesion and performance in **one** type of sport. Give an example of this type of sport. (3 marks)
- (c) The manager of Dalton Rovers football team decides to offer a bonus to his players whenever they score a goal. The manager considers the following two options:
- (i) to pay £1000 to any player who scores a goal;
- (ii) to share £1000 equally among the whole team, whenever a goal is scored.

Use your knowledge of psychology to explain the likely effects of these two options on team cohesion. (4 marks)

- (d) Dave is a cricketer who is playing in the England team for the first time. In his first match, his performance is poor. He scores few runs and drops two catches.

Describe and discuss **two** psychological explanations for Dave’s poor performance in the cricket match. (10 marks)

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**SECTION B: COGNITIVE PSYCHOLOGY**

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

Each question carries 20 marks.

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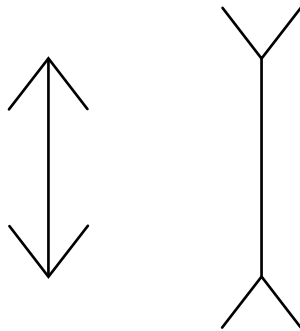
- 5 (a) Identify **three** features of Triesman's model of attention. *(3 marks)*
- (b) Identify **three other** models of attention, apart from Triesman's. *(3 marks)*
- (c) Participants in an experiment were each asked to watch a screen while a series of words was shown. After each word had gone from the screen, the participants had to type in the word they had seen. The words used were:

HAT, GLOVES, SCARF, COST.

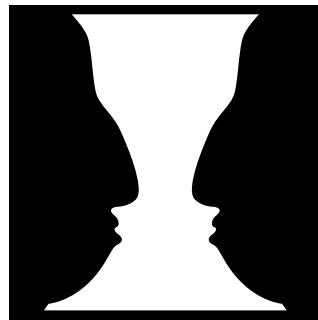
The researcher found that most participants got the first three words right, but mistakenly reported the last word as COAT.

With reference to perception, explain the researcher's findings. *(4 marks)*

- (d) Describe and discuss what **each** of the figures below (**Figure 1** and **Figure 2**) tells us about visual perception. *(10 marks)*



**Figure 1**



**Figure 2**

- 6 (a) What is meant by *displacement* as an explanation for forgetting? (2 marks)
- (b) Outline what is meant by *episodic memory*. (2 marks)
- (c) In an experiment on forgetting, one group of participants (**Group A**) was asked to read a list of words carefully.
- Immediately afterwards, a similar group of participants (**Group B**) came into the room. Both groups were then asked to read a second list of words, similar to the first.
- Next, both groups were given mental arithmetic problems to solve for ten minutes.
- Finally, each participant was asked to write down as many words as he or she could remember from the second list of words.
- The results showed that **Group B** participants correctly recalled twice as many words as **Group A**.
- (i) Use your knowledge of psychology to explain why **Group B** performed better than **Group A**. (4 marks)
- (ii) Explain why the participants were asked to solve mental arithmetic problems before their recall was tested. (2 marks)
- (d) Describe and discuss the multi-store model of memory. (10 marks)
- 7 (a) Using an example, state what is meant by a *divergent cognitive style*. (2 marks)
- (b) For **each** of the statements below, write down in your answer book whether it is an example of deductive reasoning, inductive reasoning or probabilistic reasoning. Label your answers clearly.
- (i) Because it is cloudy, it is likely to rain later.
- (ii) All cats have whiskers. Thomas is a cat. Therefore, Thomas has whiskers.
- (iii) More smokers than non-smokers suffer from heart disease. Therefore, smoking is a cause of heart disease. (3 marks)
- (c) Describe **one** study in which the hierarchical model of concept organisation was investigated. Indicate why the study was conducted, the method used, results obtained and conclusion drawn. (5 marks)
- (d) Describe and discuss **one** theory of the relationship between language and thought. Refer to empirical evidence in your answer. (10 marks)

TURN OVER FOR THE NEXT QUESTION

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- 8 (a) Outline how long-term alcohol abuse can cause amnesia. *(3 marks)*
- (b) Identify **three other** causes of amnesia, apart from alcohol abuse. *(3 marks)*
- (c) Pauline and Selina both witnessed a serious accident in which a motorist knocked down a pedestrian.

A few days later, they were each interviewed by different police officers.

One officer asked Pauline, “Did you see the mobile phone the driver was using?”

The other officer showed Selina a photograph of the accident scene and asked her to describe in detail what she had seen. He also asked what she was doing before, during and just after the accident.

Briefly explain **two** factors affecting eye-witness testimony in the example above. *(4 marks)*

- (d) Describe and discuss **one** explanation of face recognition. Refer to empirical evidence in your answer. *(10 marks)*

**END OF QUESTIONS**