

General Certificate of Education
January 2006
Advanced Subsidiary Examination



PSYCHOLOGY (SPECIFICATION B)
Unit 2 Social and Cognitive Psychology

PYB2

Wednesday 11 January 2006 9.00 am to 10.30 am

For this paper you must have:

- a 12-page answer book

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 AQA. 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.
- The marks for questions are shown in brackets.
- You are reminded of the need for good English and clear presentation in your answers. Questions carrying 10 marks should be answered in continuous prose. Quality of Written Communication will be assessed in these answers.

SECTION A: SOCIAL PSYCHOLOGY

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

Each question carries 20 marks.

- 1 (a) Two of the statements below are examples of stereotypes and two are not.

- A Vegetarians do not eat meat.
- B Nobody likes a bully.
- C Women are sensitive to the feelings of others.
- D Students do not work hard.

In your answer book, write the **two** statements that **are** examples of stereotypes.
(2 marks)

- (b) Briefly explain what is meant by *consistency* in attitudes. Illustrate your answer with an example. (3 marks)
- (c) Describe **one** study in which prejudice was investigated. Indicate why the study was conducted, the method used, results obtained and conclusion drawn. (5 marks)
- (d) Describe and discuss **at least two** functions of attitudes. Illustrate your answer with examples. (10 marks)

- 2 (a) Psychologists have identified a number of techniques for gaining compliance with a request.

Name and outline **one** of these techniques. Illustrate your answer with an example. (3 marks)

- (b) Distinguish between *normative social influence* and *informational social influence*. (3 marks)
- (c) Milgram investigated several conditions that influence obedience.
 - (i) Identify **one** condition that can lead to an **increase** in obedience and illustrate this with an everyday example. (2 marks)
 - (ii) Identify **one** different condition that can lead to a **decrease** in obedience and illustrate this with an everyday example. (2 marks)
- (d) Describe and discuss **two** ethical issues that have arisen in empirical studies of obedience. (10 marks)

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- 3 (a) State what is meant by the *looking glass effect* in self-perception. Illustrate your answer with an example. (2 marks)
- (b) Three of the statements below are examples of situational attributions and three are not.
- A Owing to the fine weather, we didn't spend much money on holiday.
 - B Kimberley left the hotel bar because she was too mean to buy us drinks.
 - C Clark is so disorganised that he forgot to pack his underpants.
 - D Sarah missed the party because her taxi broke down.
 - E I fell over because the pavement was slippery.
 - F I'm very streetwise; that's why I was the only one who didn't get arrested.

In your answer book, write the **three** statements that **are** examples of situational attributions. (3 marks)

- (c) Describe **one** study in which the primacy effect in impression formation was investigated. Indicate why the study was conducted, the method used, results obtained and conclusion drawn. (5 marks)
- (d) Describe and discuss **two** types of attribution bias. Refer to empirical evidence in your answer. (10 marks)
- 4 (a) Using an example, state what is meant by a *high-interaction sport*. (2 marks)
- (b) Evaluation apprehension is one factor that can affect the performance of an athlete.
- Using an example, outline what is meant by *evaluation apprehension*. (3 marks)
- (c) Briefly discuss the effects that high arousal can have on performance in sport. (5 marks)
- (d) Describe and discuss **at least two** factors that can influence cohesion and satisfaction in a team. (10 marks)

Turn over for the next section

SECTION B: COGNITIVE PSYCHOLOGY

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

Each question carries 20 marks.

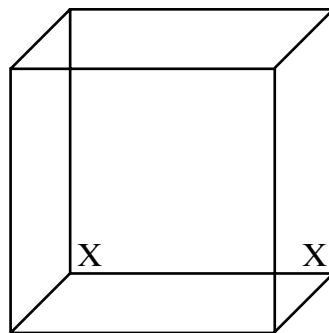
- 5 (a) Three of the items below are features of Kahneman's model of attention and three are not:

- A attenuation of non-attended channels;
- B late selection based on pertinence;
- C a flexible resource allocation policy;
- D a limited-capacity central processor;
- E filtering based on physical characteristics;
- F evaluation/monitoring of the level of demand.

In your answer book, write the **three** items that **are** features of Kahneman's model of attention. (3 marks)

- (b) Outline what is meant by *perceptual constancy*. Illustrate your answer with an example. (3 marks)

- (c) The diagram below shows an ambiguous figure. It can be seen as a cube with the face marked with crosses nearest to the viewer. Alternatively, the marked face can be seen as furthest from the viewer.



- (i) Identify **one** other example of an ambiguous figure, stating in what way it is ambiguous. (2 marks)
- (ii) Give **one** explanation of what ambiguous figures tell us about visual perception. (2 marks)
- (d) Glen and Takao walked through a town centre. Later, Glen, who was on a diet, commented on all the people he had noticed eating in the street. Takao said he had not noticed this, but he had noticed a lot of people blowing their noses in public. He explained that in Japan it is rude to do this.

Discuss **two** factors that influence perception. In your answer, refer to the comments made by Glen and Takao. (10 marks)

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- 6 (a) Outline what is meant by *displacement* and state why it does not explain forgetting from long-term memory. (3 marks)
- (b) In a study investigating levels of processing, participants are shown a series of words including SOAK, peach and LATER. After they are shown each word, they are asked one of three questions.

Identify the level of processing that would be triggered by the question:

- (i) Does it rhyme with joke?
- (ii) Can you eat it?
- (iii) Is it in capital letters? (3 marks)
- (c) Identify **four** features of the working memory model. (4 marks)
- (d) Andrea has been studying for examinations in Italian and Spanish. She spent hours revising Italian vocabulary in her bedroom some weeks ago. Unfortunately, she cannot remember it very well in the examination, and she sometimes writes Spanish words by mistake.

Describe and discuss **two** likely explanations for Andrea's forgetting. (10 marks)

- 7 (a) Outline what cognitive psychologists mean by *imagery*. (2 marks)
- (b) Identify **two** features of Vygotsky's view of the relationship between language and thought. (2 marks)
- (c) A psychologist is studying differences in cognitive style between individuals. She asks each participant to list as many uses as possible for an envelope.

Name **two** cognitive styles and explain how participants with each of these styles might be expected to respond to the task. (6 marks)

- (d) Describe and discuss how human language differs from communication in other species. (10 marks)

Turn over for the next question

8 (a) Outline the feature analysis explanation for face recognition. *(2 marks)*

(b) Briefly explain **one** criticism of the feature analysis explanation for face recognition. *(2 marks)*

(c) Tracey and Matt are young members of a support group for amnesia sufferers. Tracey has anterograde amnesia and Matt has retrograde amnesia.

Outline the memory problems likely to be experienced by

(i) Tracey;

(ii) Matt.

Explain **one** likely cause of **each** type of amnesia. *(6 marks)*

(d) Describe and discuss **two** factors that might affect the reliability of eye-witness accounts of crimes. Refer to empirical evidence in your answer. *(10 marks)*

END OF QUESTIONS

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