

General Certificate of Education  
January 2004  
Advanced Subsidiary Examination



**PSYCHOLOGY (SPECIFICATION A) PYA3**  
**Unit 3 Social Psychology and Research Methods**

Friday 9 January 2004 Morning Session

**In addition to this paper you will require:**  
an 8-page answer book.

Time allowed: 1 hour

**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 PYA3.
- In Section A answer **one** question. You should attempt **all** parts of the question you choose.
- In Section B answer **all** parts of the question.
- 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 62.
- Mark allocations are shown in brackets.
- In addition to the mark allocations indicated within the paper, you will be awarded up to 2 marks for your ability to organise and present information, ideas, descriptions and arguments clearly and logically. Account will be taken of your use of grammar, punctuation and spelling and the legibility of your handwriting.

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**SECTION A – SOCIAL PSYCHOLOGY**

Answer **one** question from this Section.

You should attempt **all** parts of the question you choose.

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**1****Total for this question: 30 marks**

- (a) (i) What is meant by the terms majority influence (conformity) and minority influence?  
(2 marks + 2 marks)
- (ii) Give **one** difference between the terms majority influence and minority influence.  
(2 marks)
- (b) Explain **two** ethical issues that have arisen in social influence research.  
(3 marks + 3 marks)
- (c) Briefly outline **one or more** studies of obedience to authority and consider whether such studies could be considered ecologically valid.  
(18 marks)

**2****Total for this question: 30 marks**

- (a) Give **two** explanations of why people yield to minority influence. (3 marks + 3 marks)
- (b) Describe the aims and procedures of **one** study of majority influence (conformity).  
(6 marks)
- (c) Outline and evaluate how psychologists have dealt with ethical issues (e.g. the use of ethical guidelines).  
(18 marks)

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**SECTION B – RESEARCH METHODS**

Answer the question from this Section.

You should attempt **all** parts of the question.

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**Total for this question: 30 marks**

Research has suggested that the content of television news programmes can influence a person's mood. If the news is mainly negative, people feel depressed after watching it; if the news is positive, they do not.

A team of psychologists from a university tested this idea. They designed two similar news programmes: one contained positive events (e.g. a cure for cancer had been found; unemployment rates were low); the other contained negative events (e.g. peace talks had failed; an earthquake had left many dead). Half of the participants watched the positive programme first and the negative programme three weeks later. The other half saw the programmes in the reverse order. A mood questionnaire was used to measure their mood on each occasion: scores ranged from 13–23. A high score on the questionnaire represented a more positive mood.

The findings are shown below.

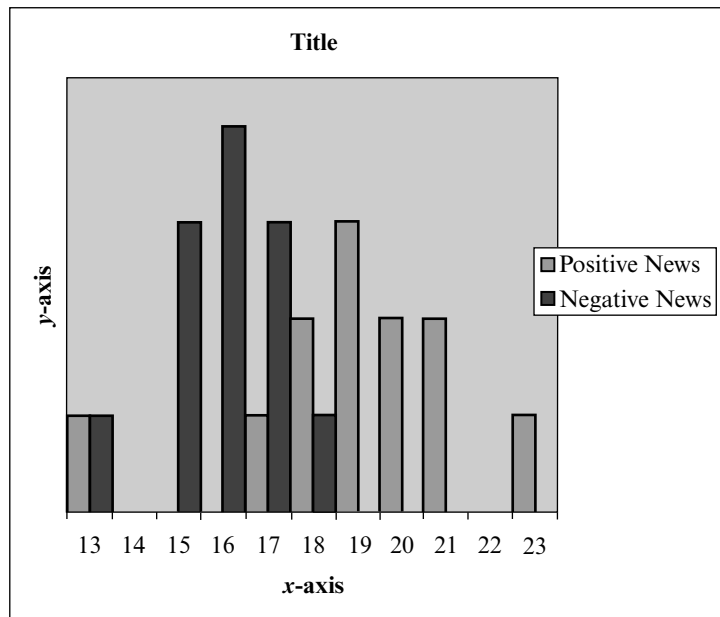
**Table 1: A summary of the scores from mood questionnaires**

	Mean	Standard Deviation
<b>Positive News</b>	19.00	2.38
<b>Negative News</b>	15.92	1.26

- (a) State the aim of this experiment. *(2 marks)*
- (b) Describe the operationalised independent variable and the operationalised dependent variable for this experiment. *(2 marks + 2 marks)*
- (c) (i) Identify the type of experimental design that was used. *(1 mark)*
- (ii) Give **one** advantage and **one** disadvantage of this design. *(2 marks + 2 marks)*
- (d) Explain why the experiment was designed in such a way that half the participants saw the positive programme first and the other half of the participants saw the negative programme first. *(3 marks)*
- (e) (i) Give **one** advantage of using the mean. *(2 marks)*
- (ii) What does standard deviation tell us about data? *(2 marks)*

**Turn over ►**

The researchers summarised their data in the following histogram:



- (f) (i) Provide a suitable title for the histogram. *(1 mark)*
- (ii) Give an appropriate label for the  $x$ -axis. *(1 mark)*
- (iii) Give an appropriate label for the  $y$ -axis. *(1 mark)*
- (g) Give **one** conclusion that can be drawn from the data (as illustrated in the table and the histogram). *(3 marks)*
- (h) This study used the experimental method. Briefly describe how you would use a method other than an experimental method to investigate the same aims. *(6 marks)*

**END OF QUESTIONS**