

Centre Number						Candidate Number				
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Other Names										
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For Examiner's Use	
Examiner's Initials	
Question	Mark
1	
2	
3	
4	
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6	
7	
TOTAL	



General Certificate of Education
Advanced Subsidiary Examination
January 2013

Psychology (Specification A) PSYA1

Unit 1 Cognitive Psychology, Developmental Psychology and Research Methods

Thursday 10 January 2013 1.30 pm to 3.00 pm

You will need no other materials.

Time allowed

- 1 hour 30 minutes

Instructions

- Use black ink or black ball-point pen.
- Fill in the boxes at the top of this page.
- Answer **all** questions.
- You must answer the questions in the spaces provided. Do not write outside the box around each page or on blank pages.
- Do all rough work in this book. Cross through any work you do not want to be marked.

Information

- The marks for questions are shown in brackets.
- The maximum mark for this paper is 72.
- Question 7 should be answered in continuous prose. You may use the space provided to plan your answer. In Question 7, you will be assessed on your ability to:
 - use good English
 - organise information clearly
 - use specialist vocabulary where appropriate.



J A N 1 3 P S Y A 1 0 1

Section A Cognitive Psychology and Research Methods

Answer **all** questions in the spaces provided.

Total for this question: 4 marks

1 Research has suggested that the encoding and capacity of short-term memory are different from the encoding and capacity of long-term memory.

1 (a) Explain what is meant by encoding.

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(2 marks)

1 (b) Outline the difference between the capacity of short-term memory and the capacity of long-term memory.

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(2 marks)

4



Total for this question: 9 marks

2 Three components of the working memory model are the central executive, the phonological loop and the visuo-spatial sketchpad.

2 (a) Briefly outline **each** of these components.

Central executive

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Phonological loop

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Visuo-spatial sketchpad

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(2 marks + 2 marks + 2 marks)

Question 2 continues on the next page

Turn over ►



2 (b) An experiment was carried out to investigate the working memory model.

One group of participants was asked to carry out two visual tasks at the same time. A different group of participants was asked to carry out a visual task and a verbal task at the same time.

The results showed that the participants who carried out two visual tasks at the same time performed less well on the tasks than participants who carried out a visual task and a verbal task at the same time.

Use your knowledge of the working memory model to explain this finding.

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(3 marks)

9



Total for this question: 15 marks

3 A psychologist used an independent groups design to investigate whether or not a cognitive interview was more effective than a standard interview, in recalling information. For this experiment, participants were recruited from an advertisement placed in a local paper. The advertisement informed the participants that they would be watching a film of a violent crime and that they would be interviewed about the content by a male police officer.

The psychologist compared the mean number of items recalled in the cognitive interview with the mean number recalled in the standard interview.

3 (a) Name the sampling technique used in this experiment.

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(1 mark)

3 (b) Suggest **one** limitation of using this sampling technique.

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(2 marks)

3 (c) Identify the independent variable **and** the dependent variable in this experiment.

Independent variable

Dependent variable

(2 marks)

3 (d) Explain **one** advantage of using an independent groups design for this experiment.

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(2 marks)

Turn over ►



3 (e) Discuss whether or not the psychologist showed an awareness of the British Psychological Society (BPS) Code of Ethics when recruiting participants for this experiment.

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(3 marks)

3 (f) One technique used in cognitive interviews is ‘report everything’. When using this technique, the police officer in this investigation read the following instructions to the participants:

“Please tell me everything you can remember about what you saw in the film. Do not leave anything out, even the small details you think may be unimportant.”

Identify **one other** technique which could have been used by the police officer in this cognitive interview. Write down the instructions that he could have read out to the participants.

Technique

Instructions to participants

(1 mark + 2 marks)



- 3 (g)** The psychologist also recorded the number of correct items recalled and the number of incorrect items recalled in each type of interview. The following results were obtained:

	Cognitive Interview	Standard Interview
Mean number of correct items recalled	45	32
Mean number of incorrect items recalled	8	8

From these results, what might the psychologist conclude about the effectiveness of cognitive interviews?

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(2 marks)

15

Turn over for the next question

Turn over ►



Total for this question: 8 marks

4 Outline **and** evaluate research into the effects of misleading information on eyewitness testimony.

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(8 marks)



Section B Developmental Psychology and Research Methods

Answer **all** questions in the spaces provided.

Total for this question: 10 marks

5 A researcher used content analysis to investigate how the behaviour of young children changed when they started day care.
 He identified a group of nine-month-old children who were about to start day care.
 He asked the mother of each child to keep a diary recording her child’s behaviour every day for two weeks before and for two weeks after the child started day care.

5 (a) Explain how the researcher could have used content analysis to analyse what the mothers had written in their diaries.

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(4 marks)

Extra space

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5 (b) Explain **one or more** possible limitations of this investigation.

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(4 marks)

Extra space

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5 (c) The researcher was interested in the quality of day care.

Outline **one** characteristic of high-quality day care for nine-month-old children.

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(2 marks)

10

Turn over for the next question

Turn over ▶



Total for this question: 14 marks

6 The Strange Situation can be used to identify a child's attachment type.

6 (a) Explain how the behaviour of a child showing insecure-avoidant attachment type would be different from the behaviour of a child showing insecure-resistant attachment type.

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(4 marks)

Extra space

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6 (b) Evaluate the Strange Situation as a method for investigating types of attachment.

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(4 marks)



Extra space

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6 (c) Outline **one or more** studies that have investigated cultural variations in attachment.

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(6 marks)

Extra space

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Turn over for the next question

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