General Certificate of Education
January 2003
Advanced Subsidiary Examination

AQA

ASSESSMENT and
QUALIFICATIONS
ALLIANCE

PSYCHOLOGY (SPECIFICATION B)   **PYB2**
Unit 2   Social and Cognitive Psychology

Friday 10 January 2003 Morning Session

In addition to this paper you will require:
 a 16-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 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.
- 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.

SECTION A: SOCIAL PSYCHOLOGY

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

Each question carries 20 marks.

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1 (a) Identify **one** projective technique which is used to measure attitudes and outline the materials and procedure used. *(3 marks)*

(b) Distinguish between the affective and cognitive components of an attitude. *(3 marks)*

(c) An advertising agency has been asked to produce a television advertisement about the dangers of using illegal drugs.

Identify **one** factor in *persuasive communication* and explain how it could be used in the advertisement to persuade young people not to take drugs. *(4 marks)*

(d) People's behaviour is not always consistent with their attitudes. Describe and discuss **at least two** reasons for inconsistency between attitudes and behaviour. Refer to psychological evidence in your answer. *(10 marks)*

2 (a) Explain what is meant by the term *compliance* when it is used to describe a type of conformity. *(2 marks)*

(b) Give **three** examples of social norms which occur among groups of school pupils. *(3 marks)*

(c) Describe **one** study in which obedience was investigated. Indicate why the study was conducted, the method used, results obtained and conclusion drawn. *(5 marks)*

(d) Melvin is a member of a team of experts who are judging an art competition. Melvin favours a landscape painting for first prize. The majority of the group prefer an abstract painting, and try to persuade Melvin to agree.

Discuss **at least two** psychological factors which might influence whether or not Melvin will yield to group pressure. Refer to empirical evidence in your answer. *(10 marks)*

3 (a) Using an example, explain what is meant by Cooley's theory of the *looking-glass self*.

(3 marks)

(b) Jenny and Imran are strangers who meet on a "blind date". In the first few minutes of their meeting, Imran spills a drink on Jenny's dress.

Explain why this accident is more likely to influence Jenny's impression of Imran than it would have done if it had happened when they knew each other better. *(3 marks)*

(c) The manager of a football team attributes the team's successes to his own skill, and its failures to the players' lack of effort.

(i) Explain why the manager's behaviour is an example of the *self-serving attribution bias*.

(2 marks)

(ii) Name **two** other types of attribution bias or error. *(2 marks)*

(d) Describe and discuss the *correspondent-inference model* of attribution. *(10 marks)*

4 (a) What is meant by the term *home ground advantage*? *(2 marks)*

(b) Which **two** of the following are likely to produce an advantage for the home side in a football match?

A: the two teams playing are from the same city;
B: the match is the first to be played in a new stadium;
C: home supporters show hostility to the visiting team;
D: referee bias. *(2 marks)*

(c) Arjuna and Gareth are both confident, outgoing men who enjoy playing squash. Arjuna is an experienced player, but Gareth is a beginner. Arjuna plays better when people are watching him. Gareth plays worse in front of an audience.

Using your knowledge of psychology, explain why the presence of an audience has different effects on Arjuna and Gareth. *(6 marks)*

(d) Describe and discuss the effects of *cohesion* on performance in team sports. Refer to empirical evidence in your answer. *(10 marks)*
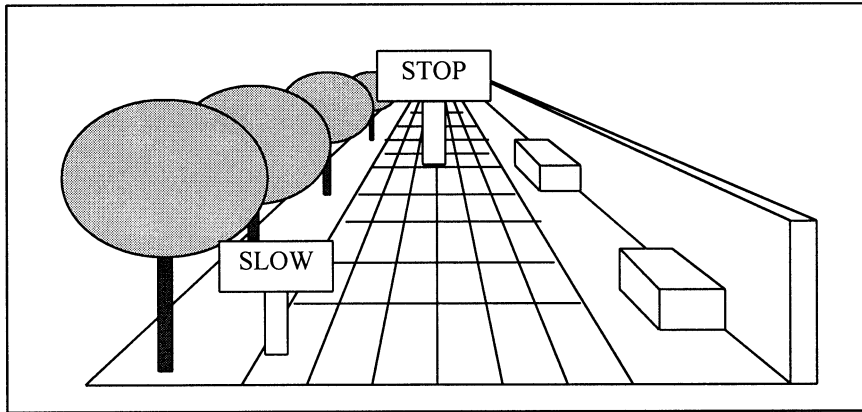
TURN OVER FOR THE NEXT SECTION

SECTION B: COGNITIVE PSYCHOLOGY

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

Each question carries 20 marks.

5 (a) Outline what is meant by the term *selective attention.* *(2 marks)*

(b) In the illustration below, many people would say that the STOP notice looks bigger than the SLOW notice, even though they are the same size on the page.

Explain why this illusion occurs. *(3 marks)*

(c) Describe **one** study in which the effect of **either** motivation **or** emotion on visual perception was investigated. Indicate why the study was conducted, the method used, results obtained and conclusion drawn. *(5 marks)*

(d) Discuss Triesman's model of attention. Refer to psychological evidence in your answer.
(10 marks)

6 (a) The table below outlines three features of long-term memory.

In your answer book write down what should be included in boxes (i) and (ii) to complete the table.

(i)	Memory for events
Procedural memory	Memory for motor skills
Semantic memory	(ii)

(2 marks)

(b) Atkinson and Shiffrin's multistore model describes the way information is transferred to the Long Term Memory store. Outline how this happens. *(2 marks)*

(c) A researcher reads out a list of 20 words, which are all similar in length and familiarity. Immediately afterwards, the researcher asks participants to write down all the words they can remember from the list. Participants remember more of the words from the beginning and from the end of the list than from the middle.

   (i) Explain why the first few words are more likely to be remembered than words from the middle of the list. *(3 marks)*

   (ii) Explain why the last few words are more likely to be remembered than words from the middle of the list. *(3 marks)*

(d) Describe and discuss **at least two** psychological explanations why a person who does not suffer from amnesia may forget things in the course of everyday life. Illustrate your answer with reference to examples. *(10 marks)*

7 (a) What is meant by the term *convergent thinking*? *(2 marks)*

(b) Decide whether each of the following statements is an example of

   A: inductive reasoning

   or

   B: deductive reasoning.

   (i) If there are 54 people on a bus and 17 get off, there will be 37 left.

   (ii) Last Spring came very early, so Spring must be getting earlier each year.

   (iii) All dogs have four legs; Bonzo is a dog, therefore Bonzo has four legs.

   Indicate your answers by writing **A** or **B** next to (i), (ii) and (iii) **in your answer book**. *(3 marks)*

(c) Describe **one** study in which insight was investigated. Indicate why the study was conducted, the method used, results obtained and conclusion drawn. *(5 marks)*

(d) Discuss Piaget's view of the relationship between language and thought. Refer to **at least one** other view in your answer. *(10 marks)*

TURN OVER FOR THE NEXT QUESTION

Turn over ▶

8 (a) Outline what is meant by the term *repressed memory*. *(2 marks)*

(b) Outline **one** ethical issue which might arise when a therapist encourages an individual to recover repressed memories. *(2 marks)*

(c) Paul and Yasmin are both aged 25 years when they meet in hospital. Paul is suffering from *retrograde amnesia* and Yasmin has *anterograde amnesia*, although neither of them has repressed memories.

Outline the memory problems likely to be experienced by

(i) Paul;
(ii) Yasmin

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

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

END OF QUESTIONS