

General Certificate of Education
June 2005
Advanced Subsidiary Examination



PSYCHOLOGY (SPECIFICATION B)
Unit 2 Social and Cognitive Psychology

PYB2

Thursday 26 May 2005 Afternoon 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 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.

- 1 (a) Using an example, outline what is meant by *cognitive dissonance*. (3 marks)
- (b) The following item appears in an attitude scale questionnaire:
- “It is wrong to use animals in medical research.”
- (i) Draw and label a scale on which a participant could indicate his or her attitude to this item. (2 marks)
- (ii) Name the type of attitude scale that you have drawn in your answer to (b) (i). (1 mark)
- (c) Using an example, distinguish between prejudice and discrimination. (4 marks)
- (d) Describe and discuss the Social Identity Theory explanation of prejudice. Refer to empirical evidence in your answer. (10 marks)
- 2 (a) Using an example, outline what is meant by a *group norm*. (3 marks)
- (b) Distinguish between conformity and obedience. (3 marks)
- (c) Briefly explain **two** ethical issues raised by Milgram’s research into obedience. (4 marks)
- (d) In a major criminal trial, members of the jury spend several days considering whether the defendant is innocent or guilty. Most jury members believe that the defendant is innocent, though a small minority believe the defendant is guilty.
- Describe and discuss **at least two** psychological factors which might affect whether or not the minority will succeed in influencing the majority. (10 marks)

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- 3 (a) Using an example, outline what is meant by *stereotyping*. (3 marks)
- (b) Outline what is meant by *social comparison* in self-perception. Illustrate your answer with an example. (3 marks)
- (c) Brian is giving Cath a lift home from work, as usual. A car overtakes and cuts in front of them, narrowly avoiding a collision.
- Brian comments, "Another bad driver."
- Cath points out that Brian had done something very similar on the way to work that morning.
- Brian replies, "Ah yes, but that was because we were late."
- Name and explain the type of attribution bias that Brian shows in this example. (4 marks)
- (d) Describe and discuss the correspondent-inference model of attribution. (10 marks)
- 4 (a) Using an example, outline what is meant by *social facilitation*. (3 marks)
- (b) Briefly explain how distraction might affect the level of arousal of an athlete. Illustrate your answer with an example. (3 marks)
- (c) State what is meant by *home ground advantage*, and identify **three** reasons why it occurs. (4 marks)
- (d) Discuss the relationship between cohesion and performance in **two** types of team sport. Refer to empirical evidence in your answer. (10 marks)

TURN OVER FOR THE NEXT SECTION

Turn over ►

SECTION B: COGNITIVE PSYCHOLOGY

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

Each question carries 20 marks.

- 5 (a) Using an example, explain what is meant by an *ambiguous figure*. (3 marks)
- (b) Outline what is meant by a *top-down* theory of information processing. Give **one** example of a top-down theory. (3 marks)

- (c) Louise and Alex chat after their psychology exam.

Louise says, "I couldn't concentrate because of the noise of that cement mixer outside."

Alex replies, "Cement mixer? I never noticed it."

With reference to **one** psychological theory of attention, briefly explain Alex's failure to notice the noise of the cement mixer. (4 marks)

- (d) Describe and discuss the influence of **two** of the following factors on perception:

- motivation;
- emotion;
- expectation;
- culture.

Refer to empirical evidence in your answer.

(10 marks)

- 6 (a) Jamie decides to go for a bicycle ride. Although he has not ridden his bicycle for three years,
- A he remembers how to ride a bicycle;
 - B he remembers the time he fell off and hurt his arm;
 - C he remembers the name and model number of the bicycle.

In your answer book, write down which statement (A, B or C) is an example of the following:

- (i) episodic memory;
- (ii) semantic memory;
- (iii) procedural memory. (3 marks)

- (b) Using an example, outline what is meant by *interference* as an explanation of forgetting. (3 marks)
- (c) List **four** other psychological explanations of forgetting, apart from interference. (4 marks)
- (d) Describe and discuss the working memory model. Refer to empirical evidence in your answer. (10 marks)

- 7 (a) Outline **one** criterion for language. (2 marks)
- (b) Briefly outline Piaget's view of the relationship between language and thought. (2 marks)
- (c) Bob and Richard are each asked to list as many uses as they can for a fork. The lists they produce are as follows:

Bob's list

To eat food with
To scramble eggs

Richard's list

As ammunition when you run out of cannon balls
As musical instruments
As dangly earrings
For hunting jellyfish

- (i) Name the cognitive style illustrated by Bob's list. Justify your answer. (3 marks)
 - (ii) Name the cognitive style illustrated by Richard's list. Justify your answer. (3 marks)
- (d) Describe and discuss **at least two** ways in which knowledge can be mentally represented. Refer to empirical evidence in your answer. (10 marks)

Turn over ►

- 8 (a) Give **one** factor which might affect the reliability of an eye-witness account of an incident. Illustrate your answer with an example. (2 marks)
- (b) In an experiment, it was found that it took longer to recognise the faces of celebrities that were shown inverted (see **Figure 1**) than faces shown the right way up (see **Figure 2**).



Figure 1

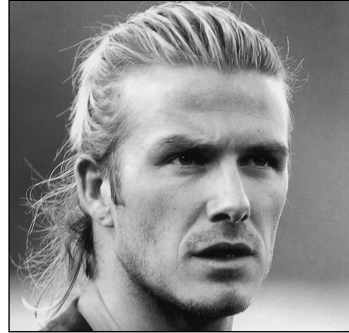


Figure 2

Source: Rex Features 2004

- Does this finding support the feature analysis or the holistic forms explanation for face recognition? Justify your answer. (3 marks)
- (c) Describe **one** study in which amnesia was investigated. Indicate why the study was conducted, the method used, the results obtained and the conclusion drawn. (5 marks)
- (d) Describe and discuss the ethical **and** theoretical implications of the false memory debate. (10 marks)

END OF QUESTIONS

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