

General Certificate of Education
January 2007
Advanced Subsidiary Examination



PSYCHOLOGY (SPECIFICATION B)
Unit 2 Social and Cognitive Psychology

PYB2

Thursday 11 January 2007 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 to be marked.

Information

- The maximum mark for this paper is 60.
- The marks for questions are shown in brackets.
- Questions carrying 10 marks should be answered in continuous prose. In these questions you will be marked on your ability to use good English, to organise information clearly and to use specialist vocabulary where appropriate.

SECTION A: SOCIAL PSYCHOLOGY

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

Each question carries 20 marks.

- 1 (a) One explanation for prejudice is that some people have an Authoritarian Personality.

Identify **three** features of the Authoritarian Personality. (3 marks)

- (b) Name **one** projective technique. Outline how this technique can be used to investigate attitudes. (3 marks)

- (c) Distinguish between the affective and cognitive components of an attitude. Illustrate your answer with an example of **each** component. (4 marks)

- (d) A psychologist has been asked to contribute to an advertising campaign to persuade young people to take more exercise.

Describe and discuss **at least two** factors in persuasive communication that the psychologist might suggest. (10 marks)

- 2 (a) Outline what social psychologists mean by *internalisation*. (2 marks)

- (b) Name **one** technique for gaining compliance with a request. Give an example of the use of this technique. (2 marks)

- (c) The twelve directors of a football club are meeting to decide how much money the club should spend on new players. It will not be easy for them all to agree on a figure. Most of the directors are unwilling to spend more than £10 million. One of the directors, Gary, wants the club to spend £15 million. Another director agrees with Gary.

From the description above, identify **three** psychological factors that might influence conformity. State the likely influence of **each** factor on whether or not Gary will conform to the majority of the group. (6 marks)

- (d) Describe and discuss ethical **and** methodological issues which have arisen in studies of conformity. (10 marks)

3 (a) Read the following statements:

- (i) George believes he is good-looking because his girlfriend keeps telling him he is.
- (ii) Paul thinks he is not very clever because all his friends get better marks for school work.
- (iii) John feels good about himself because he is British.

Indicate which statement is an example of the following:

- A social comparison;
- B the 'looking glass' effect;
- C social identity.

In your answer book, write **A**, **B** or **C** next to (i), (ii) and (iii). (3 marks)

(b) Name **three** factors which, according to the covariation model, influence attributions. (3 marks)

(c) Name and describe **one** type of attributional bias. Illustrate your answer with an example. (4 marks)

(d) Describe and discuss **at least two** psychological factors which can influence the impressions we form of other people. Illustrate your answer with examples. (10 marks)

4 (a) Give **two** factors which have been found to influence the satisfaction a player might feel in a team sport. (2 marks)

(b) Briefly explain the relationship between cohesion and performance in a high-interaction sport. Use an example of a high-interaction sport to illustrate this relationship. (4 marks)

(c) (i) Using a sports example, state what is meant by *social cohesion*. (2 marks)

(ii) Using a sports example, state what is meant by *task cohesion*. (2 marks)

(d) Describe and discuss the effects of the presence of spectators on the arousal **and** performance of sports players. (10 marks)

Turn over ►

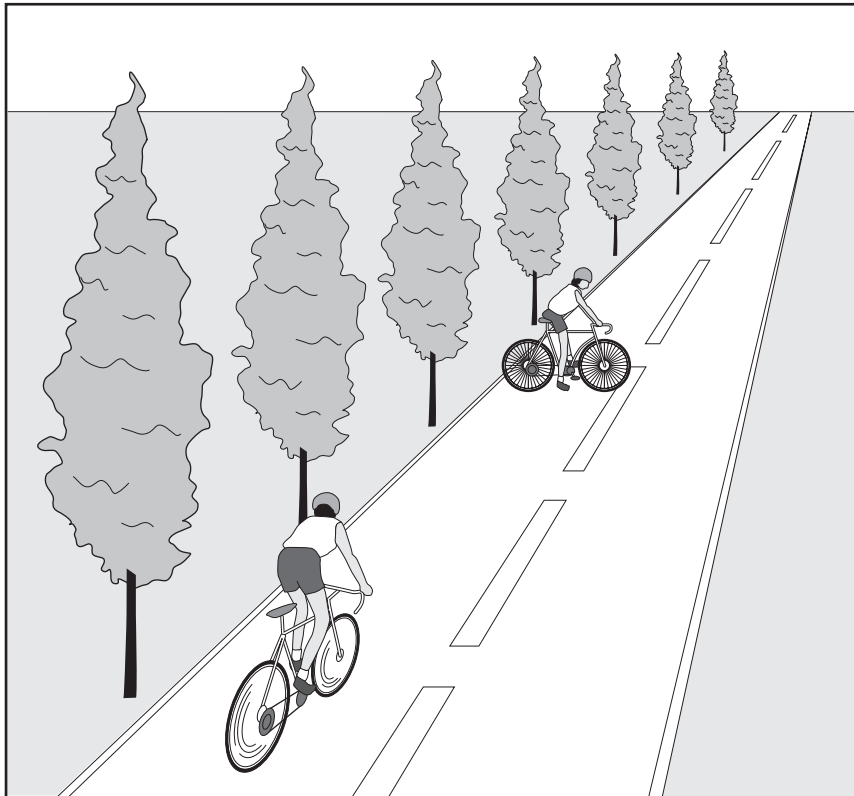
SECTION B: COGNITIVE PSYCHOLOGY

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

Each question carries 20 marks.

- 5 (a) Explain **one** way in which emotion has been found to influence a person's visual perception. Give an example of a situation in which emotion might influence visual perception. *(3 marks)*
- (b) Name **three** psychological factors, apart from emotion, which have been found to influence visual perception. *(3 marks)*
- (c) **Figure 1** shows two cyclists on a road.

Figure 1



Name **two** types of perceptual constancy. State how each type of constancy is shown in **Figure 1**. *(4 marks)*

- (d) Describe and discuss Kahneman's model of attention. *(10 marks)*

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- 6 (a) According to the multi-store model, there are differences between short-term and long-term memory. Outline **one** way in which short-term and long-term memory differ. (2 marks)
- (b) Outline what is meant by *lack of consolidation* in memory. Illustrate your answer with an example. (3 marks)
- (c) Distinguish between semantic and procedural memory. Give **one** example of semantic memory and **one** example of procedural memory. (5 marks)
- (d) Khalid, Richie and Ludmila each learned a list of words in a memory experiment. Afterwards, Khalid said that he just visualised the shape of each word, Richie said that he imagined the sound of each word and Ludmila said that she made up a story connecting all the words. When tested, Ludmila remembered the most words.

Describe and discuss the levels of processing model of memory. Refer to the description above in your answer. (10 marks)

- 7 (a) Using an example, outline what cognitive psychologists mean by a *script*. (2 marks)
- (b) The following statements are about the relationship between language and thought:
- A Thought develops before language.
 - B Language influences or determines thought.
 - C At first, language and thought develop independently.

Write down the statement which best describes the relationship between language and thought proposed by:

- (i) Piaget;
 - (ii) Whorf. (2 marks)
- (c) Name **three** criteria for language. Illustrate **each one** with an example. (6 marks)
- (d) Describe and discuss insight as a way of thinking. Refer to examples **and/or** empirical evidence in your answer. (10 marks)

Turn over for the next question

Turn over ►

- 8 (a) Give **two** factors which are important for face recognition, according to the holistic model. (2 marks)
- (b) Jill witnessed a stabbing on her way home from work. An hour later, at the police station, she was asked whether the man who committed the crime had a moustache. She was not sure. Later, when she walked home past the crime scene, she suddenly remembered more about the attacker's appearance.
- Identify **two** psychological factors which might have influenced Jill's memory of the incident. Refer to the description above in your answer. (4 marks)
- (c) Outline what is meant by a *false memory*. Explain why false memories occur. (4 marks)
- (d) Describe and discuss **at least two** explanations for amnesia. (10 marks)

END OF QUESTIONS

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