

General Certificate of Education
June 2007
Advanced Subsidiary Examination



PSYCHOLOGY (SPECIFICATION B)
Unit 2 Social and Cognitive Psychology

PYB2

Tuesday 22 May 2007 1.30 pm to 3.00 pm

For this paper you must have:

- 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 to be marked.

Information

- The maximum mark for this paper is 60.
- 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.
- The marks for questions are shown in brackets.

SECTION A: SOCIAL PSYCHOLOGY

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

Each question carries 20 marks.

- 1 (a) The examples (i) and (ii) below illustrate two different functions of attitudes. For **each** example, write in your answer book whether it illustrates the adaptive function, the knowledge function or the ego-expressive function.
- (i) Aleem does not like reading newspapers because he thinks they are biased. *(1 mark)*
- (ii) Martha never misses an opportunity to tell people how much she hates cruelty to animals. *(1 mark)*
- (b) Items **A** and **B** below are used to measure attitudes. In each item, the phrase or statement indicating the attitude object has been missed out, leaving an empty box.

Item A	<input style="width: 100%; height: 20px;" type="text"/>				
Agree strongly	Agree	Undecided	Disagree	Disagree strongly	
[]	[]	[]	[]	[]	

Item B	<input style="width: 100%; height: 20px;" type="text"/>							
Good	+3	+2	+1	0	-1	-2	-3	Bad

The missing phrases or statements are included in the following list:

- nuclear power
 - how much do you enjoy exercise?
 - genetic modification is likely to improve food quality.
- (i) From the list of phrases or statements, write down the one which is most appropriate for **Item A**. *(1 mark)*
- (ii) From the list of phrases or statements, write down the one which is most appropriate for **Item B**. *(1 mark)*
- (iii) Name the type of attitude scale used in **Item A**. *(1 mark)*
- (iv) Name the type of attitude scale used in **Item B**. *(1 mark)*
- (c) Outline **two** features of Social Identity Theory. *(4 marks)*
- (d) Describe and discuss cognitive dissonance as an explanation for attitude change. Refer to empirical evidence in your answer. *(10 marks)*

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- 2 (a) Outline what is meant by *informational social influence*. Illustrate your answer with an example. (3 marks)
- (b) Using an example, outline what is meant by a *group norm*. (3 marks)
- (c) Psychologists have found that a number of factors can help a minority to succeed in influencing a majority in a group situation.

Identify and briefly explain **one** of these factors. Illustrate your answer with an example. (4 marks)

- (d) A group of protesters is fixing a banner to the top of a tall crane. A plainclothes police officer on the ground uses a loudhailer to order them to stop and to come down, but the protesters refuse.

Describe and discuss **at least two** psychological explanations of defiance of authority. Refer to the description above in your answer. (10 marks)

- 3 (a) Outline what is meant by the *primacy effect* in impression formation. (2 marks)
- (b) Using an example, outline what is meant by *stereotyping*. (3 marks)
- (c) On Wednesday, Kirsty scored high marks in a test at school. She said it was because she had revised a lot. On Thursday, Kirsty failed her driving test. She said it was because her driving instructor had not taught her well enough.

Identify and explain the type of attribution bias shown by Kirsty. (5 marks)

- (d) Psychologists believe that several factors are likely to affect a person's self-perception. Describe and discuss **at least two** of these factors. Refer to examples **and/or** empirical evidence in your answer. (10 marks)

Turn over for the next question

Turn over ►

- 4 (a) Using an example, outline what is meant by a *dominant response*. (3 marks)
- (b) In your answer book, write down which **two** of the following (**A, B, C, D**) are likely to produce an advantage for the home side in a football match.
- A** The visiting team travels from a different time zone.
 - B** There are few supporters of the visiting team at the match.
 - C** Home team supporters are banned from attending the match.
 - D** The referee is unfamiliar with the pitch. (2 marks)
- (c) Describe **one** study in which social facilitation was investigated. Indicate why the study was conducted, the method used, results obtained and conclusion drawn. (5 marks)
- (d) Discuss the link between team cohesion and performance in sports. Refer to **two** different **types** of sport in your answer. (10 marks)

SECTION B: COGNITIVE PSYCHOLOGY

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

Each question carries 20 marks.

- 5 (a) Three of the items listed below are features of Broadbent's model of attention, and three are not.

- | | |
|---|--|
| A attenuation of non-attended channels | B a flexible resource allocation policy |
| C filtering based on physical characteristics | D early selection |
| E evaluation/monitoring of the level of demand | F a limited-capacity channel |

In your answer book, write the **three** items that **are** features of Broadbent's model of attention. *(3 marks)*

- (b) Identify **three** other models of attention, apart from Broadbent's. *(3 marks)*

- (c) In an experiment, a psychologist asked two groups of participants to watch a computer screen. A series of words was shown for a very short time. After each word had disappeared from the screen, each participant was asked to say the word out loud.

The sequences of words shown to each group are listed below. The last item in each list is a non-word.

Group 1 words

HATS
SHOES
GLOVES
COSAT

Group 2 words

SHORE
CLIFF
BEACH
COSAT

Most participants in Group 1 said that the last word was "COATS", while most of the participants in Group 2 said it was "COAST".

Use your knowledge of perception to explain these findings. *(4 marks)*

- (d) Describe how illusions, such as those shown below, work. Discuss what they tell us about visual perception.

Figure 1

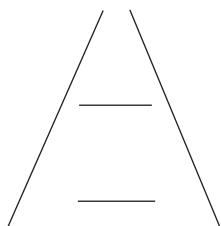
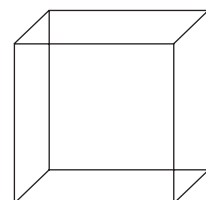


Figure 2



Figure 3



(10 marks)

Turn over ►

- 6 (a) In the context of memory, state what psychologists mean by a *cue*. Illustrate your answer with an example. (2 marks)
- (b) Nadia bought a new car, and, even though she had not driven for over 20 years,
- A she still remembered how to change gear;
 - B she still remembered what happened during her driving test;
 - C she still remembered the number plate of her first car.

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

- (i) episodic memory;
 - (ii) semantic memory;
 - (iii) procedural memory. (3 marks)
- (c) Describe **one** study in which the effect of context on memory was investigated. Indicate why the study was conducted, the method used, results obtained and conclusion drawn. (5 marks)
- (d) Describe and discuss the levels of processing model of memory. Explain how this model could be applied to the task of preparing for an examination. (10 marks)

- 7 (a) Give **one** definition of language. (2 marks)
- (b) For **each** of the statements below, write down in your answer book whether it is an example of deductive reasoning, inductive reasoning or probabilistic reasoning. Label your answers clearly.
- (i) At this time of day, Fiona is either at home watching television or in the pub. She is not at home, so she must be in the pub. (1 mark)
 - (ii) It has been warmer and has rained more this year than ever before, so global warming must be increasing. (1 mark)
 - (iii) You are likely to have an accident if you drive when very tired. (1 mark)
- (c) Describe **one** study in which communication in non-humans was investigated. Indicate why the study was conducted, the method used, results obtained and conclusion drawn. (5 marks)
- (d) Discuss Whorf's view of the relationship between language and thought. Refer to empirical evidence in your answer. (10 marks)

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- 8 (a) Outline the *feature analysis* model of face recognition. (2 marks)
- (b) Briefly explain **one** criticism of the feature analysis model of face recognition. (2 marks)
- (c) Priti and Calum are both aged 35 and both suffer from amnesia. Priti can remember many events from her past, but is now unable to store new memories. Calum cannot remember what happened to him at the end of last year, although he can store new memories.
- (i) Name the type of amnesia Priti is suffering from, and outline **one** possible cause of her amnesia. (3 marks)
- (ii) Name the type of amnesia Calum is suffering from, and outline **one** possible cause of his amnesia. (3 marks)
- (d) Describe and discuss **at least two** psychological factors which have been found to affect the reliability of eyewitness testimony. Refer to empirical studies in your answer. (10 marks)

END OF QUESTIONS

There are no questions printed on this page