

General Certificate of Education  
January 2008  
Advanced Subsidiary Examination



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

**PYB2**

Thursday 10 January 2008 9.00 am to 10.30 am

**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.
- 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.

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**SECTION A: SOCIAL PSYCHOLOGY**

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

Each question carries 20 marks.

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- 1** (a) Name and briefly explain **one** function of an attitude. (3 marks)
- (b) Some methods of measuring attitudes use rating scales. Name **two** of these methods. (2 marks)
- (c) (i) Name and briefly describe **one** projective technique that is used for studying attitudes. (3 marks)
- (ii) Give **one** strength and **one** limitation of using projective techniques. (2 marks)
- (d) People's behaviour is not always consistent with their attitudes. Discuss **at least two** reasons for inconsistency between behaviour and attitudes. Illustrate your answer with examples. (10 marks)
- 2** (a) State what is meant by *defiance of authority*. Illustrate your answer with an example. (2 marks)
- (b) Max is a member of a jury in a complicated trial. He feels he has little in common with the other jurors. When the jury starts to discuss a verdict, each member is asked in turn to state his or her opinion. All the other members say that the defendant is guilty. Max is the last to give his opinion.
- From the description above, identify **three** factors likely to **increase** the probability that Max will conform with a guilty verdict. (3 marks)
- (c) Describe **one** study in which conformity was investigated. Indicate why the study was conducted, the method used, results obtained and conclusion drawn. (5 marks)
- (d) Describe and discuss **two** factors found by Milgram to affect obedience. Refer to empirical evidence in your answer. (10 marks)

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- 3 (a) Outline what is meant by the *recency effect* in impression formation. (2 marks)
- (b) Outline **two** factors that psychologists have found can influence self-esteem. (4 marks)
- (c) A group of school students auditioned for the lead role in a musical. When Joanne was given the role, some of the other students made the comments listed below. For **each** comment, state whether it indicates a dispositional or a situational attribution.
- (i) “They thought she was the best because someone turned the amplifier up when she was on.” (1 mark)
- (ii) “They chose her because she’s got the best voice.” (1 mark)
- (iii) “She only got picked because Maria’s hay fever was bad that day.” (1 mark)
- (iv) “She got it because her mother is a governor of our school.” (1 mark)
- (d) Describe and discuss the covariation model of attribution. (10 marks)
- 4 (a) Outline what is meant by *social facilitation*. Illustrate your answer with an example. (3 marks)
- (b) The manager of a rugby team dismisses the two longest-serving players and replaces them with two players transferred from a different country.
- (i) Outline what is meant by *team cohesion*. (2 marks)
- (ii) Explain the likely effects of the manager’s action on team cohesion. (2 marks)
- (c) Outline the relationship between team cohesion and performance in a high-interaction sport. Give an example of a high-interaction sport. (3 marks)
- (d) Describe and discuss **at least two** causes of arousal in sports players. Illustrate your answer with empirical evidence and/or examples relating to sport. (10 marks)

**Turn over for the next section**

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## SECTION B: COGNITIVE PSYCHOLOGY

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

Each question carries 20 marks.

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- 5 (a) Briefly explain what is meant by an ambiguous figure. Give an example. (3 marks)
- (b) The following advertisement was printed in a tourist information brochure at a seaside resort:

**HALF-DAY BOAT TRIPS**

**SEE DOLPHINS,  
SHARKS AND WALES**

Visual perception can be influenced by several factors.

With reference to **one** factor, briefly explain why some readers will fail to notice the mistake in the spelling of the word 'whales'. (2 marks)

- (c) Describe **one** study in which the influence of emotion on perception was investigated. Indicate why the study was conducted, the method used, results obtained and conclusion drawn. (5 marks)
- (d) Describe and discuss Triesman's model of attention. Refer to empirical evidence in your answer. (10 marks)
- 6 (a) Outline what is meant by *displacement* as an explanation for forgetting. (2 marks)
- (b) Outline what is meant by *episodic memory*. (2 marks)
- (c) (i) Megan is playing an electronic game in which coloured squares appear to fall down a screen to make columns. She uses a joystick to move each square into a matching column. While playing the game, she talks to her friend about their plans for the weekend.

Refer to **two** components of the working memory model to explain why Megan is easily able to carry on playing the game and have a conversation at the same time. (4 marks)

- (ii) When Megan has completed one level of the game, the squares begin to move faster. Megan finds she starts to make mistakes, unless she stops talking to her friend.

Refer to the working memory model to explain why Megan cannot now do both things at the same time. (2 marks)

- (d) Waldek is 27 years old. He does not suffer from amnesia, but he has noticed that he has forgotten many of the things he learned at school and college.

Describe and discuss **at least two** psychological explanations for Waldek's forgetting of previously learned material. (10 marks)

- 7 (a) Outline how a student might use imagery to represent knowledge when revising for an examination. (2 marks)
- (b) Briefly outline Whorf's view of the relationship between language and thought. (2 marks)
- (c) Keith and Russell are each asked to list as many reasons for wearing ear plugs as they can. The lists they produce are as follows:

**Keith's list**

When using noisy machinery  
When trying to sleep on a train

**Russell's list**

Whenever your brain is in danger of leaking out  
When forced to attend a Robbie Williams gig  
When they are back in fashion  
When listening to criticism

- (i) Name the cognitive style illustrated by Keith's list. Justify your answer. (3 marks)

- (ii) Name the cognitive style illustrated by Russell's list. Justify your answer. (3 marks)

- (d) Describe and discuss the hierarchical model of concept organisation. Refer to empirical evidence in your answer. (10 marks)

- 8 (a) Outline **one** cause of amnesia that is much more common in older people than in young adults. (2 marks)

- (b) Outline what is meant by the term *repressed memory*. Illustrate your answer with an example. (3 marks)

- (c) (i) Mr White has had hospital treatment for depression, although he did not have an operation. Since the treatment he has begun to suffer from amnesia.

Name and outline the type of amnesia likely to be suffered by Mr White. (2 marks)

- (ii) Suggest **one** hospital treatment for depression that often leads to amnesia. (1 mark)

- (iii) Mr Green has had a brain operation. As a result, he has begun to suffer from amnesia, although not the same type as suffered by Mr White.

Name and outline the type of amnesia likely to be suffered by Mr Green. (2 marks)

- (d) Describe and discuss the processes that psychologists believe are involved in face recognition. Refer to empirical evidence in your answer. (10 marks)

**END OF QUESTIONS**

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