

General Certificate of Education
June 2008
Advanced Subsidiary Examination



PSYCHOLOGY (SPECIFICATION B)
Unit 2 Social and Cognitive Psychology

PYB2

Friday 16 May 2008 1.30 pm to 3.00 pm

For this paper you must have:

- a 12-page answer book.

Time allowed: 1 hour 30 minutes

Instructions

- Use black ink or black 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) Name **two** functions of attitudes. (2 marks)
- (b) What is meant by the following attitude components? Give an example of **each** component.
- (i) The *affective* component. (2 marks)
- (ii) The *cognitive* component. (2 marks)
- (c) Outline what is meant by *cognitive dissonance* and briefly explain how it can lead to attitude change. (4 marks)
- (d) Describe and discuss **at least two** methods of measuring attitudes. (10 marks)
- 2 (a) Outline what social psychologists mean by *internalisation*. (2 marks)
- (b) Give **two** examples of group norms which might occur amongst groups of friends. (2 marks)
- (c) Describe **two** psychological techniques for gaining compliance with a request. Give an example of **each** technique. (6 marks)
- (d) Describe and discuss Asch's research into conformity. (10 marks)
- 3 (a) Outline what is meant by *stereotyping*. Illustrate your answer with an example. (3 marks)
- (b) Outline what is meant by the *looking glass effect*. Illustrate your answer with an example. (3 marks)
- (c) Blake got a grade A in a history examination, but only a grade E in geography. He explained the difference in his performance by saying, "I'm really good at understanding history. Unfortunately, my geography teacher was hopeless."
- Name and explain the type of attribution bias shown by Blake. Refer to Blake's comments in your answer. (4 marks)
- (d) Describe and discuss empirical research into the primacy effect **and/or** recency effect in impression formation. Refer to **at least two** studies in your answer. (10 marks)

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- 4 (a) Which **two** of the following are likely to produce an advantage for the home side in a rugby match?
- A the visiting team has travelled overnight to the match;
 - B the stadium is much larger than those most often used by the visiting team;
 - C there is a very large number of supporters for the visiting team;
 - D because of previous crowd trouble, the match is to be played without spectators. *(2 marks)*
- (b) Briefly explain **one** psychological cause of arousal in sport. Illustrate your answer with an example. *(3 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) Describe and discuss the relationship between cohesion and performance in **two** types of 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, outline what is meant by an *ambiguous figure*. (3 marks)
- (b) Jamie is sitting at a table in a busy café, listening to his friend talking about psychology. He does not notice what people at the other tables are saying.
- (i) Outline what is meant by *selective attention*. In your answer, refer to the text above. (3 marks)
- (ii) Later, Jamie overhears someone at another table say his name. With reference to **one** model of attention, explain why Jamie notices when someone says his name. (4 marks)
- (c) Factors such as context and previous experience can affect expectations. Describe and discuss the influence of expectation on visual perception. Refer to empirical evidence in your answer. (10 marks)
- 6 (a) State what is meant by *procedural memory*. Illustrate your answer with an example. (2 marks)
- (b) The multi-store model of memory identifies a long-term memory store and a short-term memory store. Apart from duration, identify **two** differences between these memory stores. (2 marks)
- (c) A researcher is investigating the levels of processing model of memory. He shows participants words printed on cards. Each card has a different word, for example 'SACK', 'fake' and 'bread'. After each word, he asks one of the following three questions:
- A "Can you eat it?"
- B "Is it in capitals?"
- C "Does it rhyme with 'lake'?"
- For each of the three questions (A, B and C), indicate which level of processing is most likely to be used when participants respond. (6 marks)
- (d) Describe and discuss the influence of context and cues on forgetting. Refer to empirical evidence in your answer. (10 marks)

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- 7 (a) Outline Piaget's view of the relationship between language and thought. (2 marks)
- (b) Identify and explain **three** criteria for language. (6 marks)
- (c) State what is meant by a *convergent cognitive style*. Illustrate your answer with an example. (2 marks)
- (d) Describe and discuss insight as a way of thinking. Refer to empirical evidence in your answer. (10 marks)
- 8 (a) A researcher wanted to study the effect of one factor on eye-witness testimony. The researcher showed two groups of participants a film of a street scene in which a young man stole a mobile phone from a woman. The participants in Group A were then asked whether they had seen **a bag** being carried by the thief. The participants in Group B were asked whether they had seen **the bag** being carried by the thief.
- Several days later, the participants were asked to recall the incident. More participants from Group B mentioned that the thief had carried a bag.
- (i) Identify the factor affecting eye-witness testimony in the study above. With reference to this factor, explain why more participants in Group B mentioned that the thief had carried a bag. (3 marks)
- (ii) Outline **one other** factor that can affect eye-witness testimony. Illustrate your answer with an example. (3 marks)
- (b) (i) Outline the effect on memory of retrograde amnesia. Suggest **one** likely cause for this condition. (2 marks)
- (ii) Outline the effect on memory of anterograde amnesia. Suggest **one** likely cause for this condition. (2 marks)
- (c) Describe and discuss the holistic forms explanation of face recognition. Refer to empirical evidence in your answer. (10 marks)

END OF QUESTIONS

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