



General Certificate of Education
January 2010
Advanced Subsidiary Examination

Psychology (Specification B)

PSYB2

Unit 2 Social Psychology, Cognitive Psychology and Individual Differences

Thursday 21 January 2010 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 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 PSYB2.
- Answer **three** questions.
- Answer **one** question from **Section A**, **one** question from **Section B** and **one** question from **Section C**.
- Do all rough work in your answer book. Cross through any work that you do not want to be marked.

Information

- The marks for questions are shown in brackets.
- The maximum mark for this paper is 60.
- Questions 1(c), 2(c), 3(d), 4(d), 5(d) and 6(d) should be answered in continuous prose.
You will be marked on your ability to:
 - use good English
 - organise information clearly
 - use specialist vocabulary where appropriate.

SECTION A: SOCIAL PSYCHOLOGY

Answer **one** question from this section.

Each question carries 20 marks.

- 1 (a) Psychologists have suggested that there are different explanations for conformity. Read the descriptions of behaviour below.
- A** James knows that his friends want to go to an open-air pop festival for a weekend in the summer. Although he does not really like pop festivals, James decides that he will go on the festival trip with his friends.
- B** Gemma thinks that she does not really understand politics. However, her friends are all active supporters of the Green Party. After talking to her friends, Gemma now believes that the Green Party has the best policies.
- (i) Use your knowledge of social influence to explain why James conformed with his friends. *(2 marks)*
- (ii) Use your knowledge of social influence to explain why Gemma now believes that the Green Party has the best policies. *(2 marks)*
- (b) A university professor studying defiance of authority told his students to complete a questionnaire. The questionnaire contained personal and embarrassing questions. There were two conditions in this experiment. In both conditions, the participants sat with confederates (stooges) of the professor.
- Condition A** The confederates all sat quietly, filling in their answers.
- Condition B** After two minutes, the confederates refused to complete the questionnaire and demanded to be released from the experiment.
- The professor recorded whether or not the participants completed the questionnaire.
- (i) Identify the independent variable and the dependent variable in the above experiment. *(2 marks)*
- (ii) The professor used an independent groups design in the experiment. Explain **one** advantage and **one** disadvantage of using independent groups in this experiment. *(4 marks)*
- (c) Discuss methodological **and** ethical issues that might arise when studying social influence. Refer to evidence in your answer. *(10 marks)*

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- 2 (a) (i) What is meant by a *social schema*? (2 marks)
- (ii) Use an example to explain how social schemas might affect the impressions that we form of people. (2 marks)
- (b) In a study of stereotyping, participants were randomly allocated to one of two conditions. All participants read a description of a person. They were then asked to give a rating of the person's suitability for a career in nursing. The rating scale was from 1 to 10, with 1 meaning 'not at all suitable' and 10 meaning 'very suitable'. In both conditions, the descriptions were the same except for the following:
- Condition A** The person in the description was a 17-year-old girl named Jo.
- Condition B** The person in the description was a 17-year-old boy named Joe.
- (i) Identify the independent variable and the dependent variable in the above study. (2 marks)
- (ii) The researcher used an independent groups design in the study. Explain **one** advantage of using independent groups in this study. (2 marks)
- (iii) Briefly explain why this study might be said to lack ecological validity. (2 marks)
- (c) Discuss **at least two** functions of attitudes. (10 marks)

Turn over for the next section

Turn over ►

SECTION B: COGNITIVE PSYCHOLOGY

Answer **one** question from this section.

Each question carries 20 marks.

- 3 (a) Psychologists have suggested that forgetting can be explained in a number of ways. Four possible explanations are listed below:

- A lack of consolidation;
- B displacement;
- C motivated forgetting;
- D decay.

In your answer book, identify which explanation, **A**, **B**, **C** or **D**, is most likely to be illustrated by **each** of the following statements.

- (i) Kim could not remember the numbers at the start of the telephone number she had just looked up because there were 11 digits in total. *(1 mark)*
- (ii) Peter was knocked unconscious at the end of the ice-hockey game and could not remember the goal that he had just scored. *(1 mark)*

- (b) Read the following conversation.

Debbie: "I have found it really difficult to remember my new e-mail address and I keep putting in my old one instead."

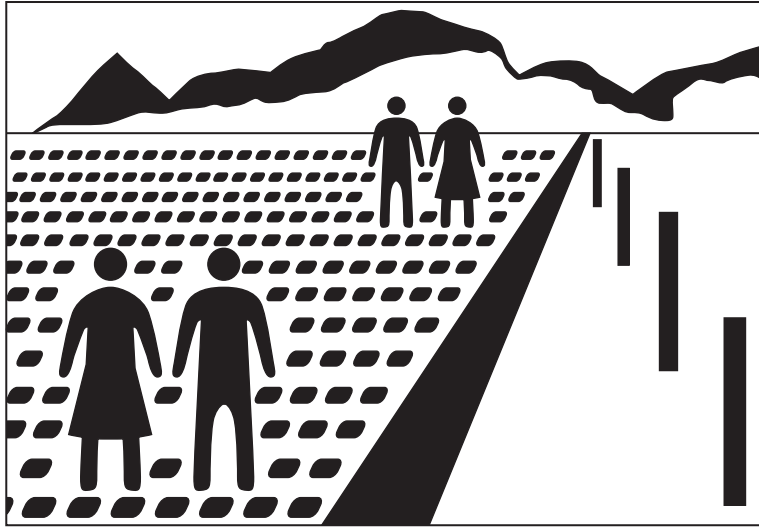
Dave: "I have a different problem. Since I have had an automatic car, I can't remember how to drive my wife's car with its manual gears."

Use your knowledge of interference theory to explain Debbie's **and** Dave's memory problems. *(4 marks)*

- (c) Describe **one** study in which the working memory model was investigated. Indicate why the study was conducted, the method used, the results obtained and the conclusion drawn. *(4 marks)*
- (d) Describe and evaluate the multi-store model of memory. Refer to evidence in your answer. *(10 marks)*

- 4 (a) (i) Identify **two** monocular depth cues in **Figure 1** below.

Figure 1



(2 marks)

- (ii) Explain why the people at the top of **Figure 1** are perceived to be of a similar size to the people at the bottom of **Figure 1**. *(2 marks)*
- (b) Name **one** ambiguous figure. Briefly describe how it is ambiguous. *(2 marks)*
- (c) Describe **one** study in which the Gestalt principles of perceptual organisation were investigated. Indicate why the study was conducted, the method used, the results obtained and the conclusion drawn. *(4 marks)*
- (d) Describe and evaluate Gregory's theory of visual perception. Refer to evidence in your answer. *(10 marks)*

Turn over for the next section

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SECTION C: INDIVIDUAL DIFFERENCES

Answer **one** question from this section.

Each question carries 20 marks.

5 (a) The following examples illustrate behaviours.

A Alan is terrified of pigeons.

B Samina is afraid of crowded shopping centres.

C Judy is afraid that she is not going to get a promotion at work.

D Mike is extremely anxious about playing his guitar in public.

In your answer book, identify which behaviour, **A**, **B**, **C** or **D** is an example of the following:

(i) a social phobia;

(ii) agoraphobia;

(iii) a specific phobia. *(3 marks)*

(b) (i) Briefly describe **one** investigation into phobias. *(3 marks)*

(ii) Suggest **one** problem that might arise when researchers investigate phobias. *(2 marks)*

(c) Outline **two** symptoms of obsessive-compulsive disorder. *(2 marks)*

(d) Describe and evaluate **two** therapies for obsessive-compulsive disorder. *(10 marks)*

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- 6 (a) Cole is nearly four years old and has recently been diagnosed as having autism. Suggest **three** symptoms of autism that Cole might show when he is at home with his mother. *(3 marks)*
- (b) (i) Briefly outline the neurological correlates explanation of autism. *(2 marks)*
- (ii) Suggest **one** problem with the neurological correlates explanation of autism. *(2 marks)*
- (c) The ‘Smartie tube’ test and comic strip stories have been used to investigate autism. Briefly describe a study in which **one** of these techniques was used. *(3 marks)*
- (d) Failure of executive functioning and central coherence deficits have been proposed as explanations for autism. Discuss these **two** explanations. Refer to evidence in your answer. *(10 marks)*

END OF QUESTIONS

There are no questions printed on this page