

Write your name here	
Surname	Other names
Centre Number	Candidate Number
<b>Edexcel GCE</b>	
<h1>Psychology</h1> <h2>Advanced Subsidiary</h2> <h3>Unit 1: Social and Cognitive Psychology</h3>	
Wednesday 13 January 2010 – Morning <b>Time: 1 hour 20 minutes</b>	Paper Reference <b>6PS01/01</b>
<b>You do not need any other materials.</b>	Total Marks

#### Instructions

- Use **black** ink or ball-point pen.
- **Fill in the boxes** at the top of this page with your name, centre number and candidate number.
- Answer **all** questions.
- Answer the questions in the spaces provided  
– *there may be more space than you need.*

#### Information

- The total mark for this paper is 60.
- The marks for **each** question are shown in brackets  
– *use this as a guide as to how much time to spend on each question.*
- Questions labelled with an **asterisk** (\*) are ones where the quality of your written communication will be assessed  
– *you should take particular care with your spelling, punctuation and grammar, as well as the clarity of expression, on these questions.*

#### Advice

- Read each question carefully before you start to answer it.
- Keep an eye on the time.
- Try to answer every question.
- Check your answers if you have time at the end.

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**SECTION A**

**Answer ALL questions. You are advised to spend approximately 15 minutes on Section A.**

**In Section A put a cross in each correct box  to indicate your answer.  
If you change your mind, put a line through the box  and then put a cross in another box .**

**For questions 1–9 choose ONE answer from A, B, C or D.**

**1** The type of sample which ensures every member of the target population has an equal chance of being picked is known as

- A** stratified
- B** random
- C** volunteer
- D** opportunity

**(Total for Question 1 = 1 mark)**

**2** Which experimental design uses two groups of participants chosen to be similar?

- A** Independent measures
- B** Repeated measures
- C** Matched pairs
- D** Correlation

**(Total for Question 2 = 1 mark)**

**3** How well a study represents a natural situation is known as

- A** demand characteristics
- B** experimenter effects
- C** ecological validity
- D** reliability

**(Total for Question 3 = 1 mark)**



4 Hassan does not want his participants to guess the purpose of his investigation. What feature is Hassan trying to avoid?

- A Demand characteristics
- B Order effects
- C Counterbalancing
- D Randomisation

(Total for Question 4 = 1 mark)

5 Situational variables are present in most experiments. Which **one** of the following statements is about a situational variable?

- A Zeeshan is affected by noise in the classroom.
- B Sahir is feeling tired and cannot concentrate.
- C Alison is angry as she has had no coffee this morning.
- D Tom feels he is too old for the study.

(Total for Question 5 = 1 mark)

6 Zubair is behaving badly in his Psychology class because he is distracted by the two boys he sits with. His psychology teacher wants to test whether moving Zubair onto another table would have an effect.

Identify the independent variable (IV) in the teacher's experiment.

- A Behaving badly in his Psychology class.
- B Behaving well in his Psychology class.
- C The psychology teacher's influence.
- D Whether he is on a different table or not.

(Total for Question 6 = 1 mark)

7 Which **one** of the following statements would be an example of a directional (one-tailed) hypothesis?

- A Smoking affects the chances of getting lung cancer.
- B Individuals are more likely to conform when in groups of five than in pairs.
- C There is a difference in map reading skills between parents and their children.
- D Students' concentration levels are different on a Monday and a Friday.

(Total for Question 7 = 1 mark)



N 3 5 9 5 3 A 0 3 1 6

8 According to Levels of Processing the shallowest type of processing is

- A semantic
- B structural
- C phonemic
- D procedural

(Total for Question 8 = 1 mark)

9 Cognitive psychology is concerned with information processing. Select the option that would complete the diagram.



- A Hardware, Software
- B Software, Hardware
- C Input, Output
- D Output, Input

(Total for Question 9 = 1 mark)

For question 10 choose TWO answers from A, B, C, D and E.

10 Identify the **two** correct statements below.

- A Social psychology is concerned with the effects of groups on behaviour.
- B Social psychology is concerned with the effects of the nervous system on behaviour.
- C Social psychology is concerned with the effects of the role of cognition on behaviour.
- D Social psychology is concerned with the effects of rewards and punishments on behaviour.
- E Social psychology is concerned with the effects of cultural norms on behaviour.

(Total for Question 10 = 2 marks)

**TOTAL FOR SECTION A = 11 MARKS**



**SECTION B**

**Answer ALL questions. You are advised to spend approximately 40 minutes on Section B.**

**11** You will have learned about a number of studies from the Cognitive Approach.  
Answer the following questions using **one** study you have learned.

(a) Identify **one** study from the Cognitive Approach.

(1)

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(b) Describe the findings (results and/or conclusions) of the study you identified in (a).

(4)

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(c) Outline **one** strength of the study you identified in (a).

(2)

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**(Total for Question 11 = 7 marks)**



**12** As part of the course requirements for cognitive psychology you will have conducted an experiment.

(a) Outline the aim/purpose of your experiment.

(2)

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(b) You will have chosen a design for your experiment. Outline **one** strength and **one** weakness of using that experimental design. You must identify the design you used in your answer.

(4)

Design used .....

Strength

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Weakness

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**(Total for Question 12 = 6 marks)**



13 There are three types of experiments (natural, field and laboratory).

Compare field experiments and laboratory experiments.

Comparisons involve looking at similarities and differences. You may wish to include strengths and weaknesses such as:

- validity
- reliability
- ethics

*(The following area is reserved for your handwritten answer to Question 13.)*

**(Total for Question 13 = 5 marks)**





**14** There are concerns about possible violence at the football world cup. Dr Nelson, a psychologist, has been brought in to try and help the police understand what causes prejudice; she also wants to look at blind obedience amongst some fans.

Using ideas from social psychology, explain what advice Dr Nelson could give to help the police.

Ruled area for writing the answer to question 14.

**(Total for Question 14 = 5 marks)**



N 3 5 9 5 3 A 0 9 1 6

15 (a) Describe **one** theory of forgetting you have studied **other than** cue dependency theory.

(4)

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(b) Evaluate **one** theory of forgetting.

You may wish to include:

- comparison with other theories
- looking at the methods used to study the theory
- assessing evidence.

(5)

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**(Total for Question 15 = 9 marks)**

**TOTAL FOR SECTION B = 32 MARKS**







Handwriting practice area with 20 horizontal dotted lines.



A large rectangular box containing 25 horizontal dotted lines, intended for writing the answer to Question 17.

**(Total for Question 17 = 12 marks)**

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**TOTAL FOR SECTION C = 17 MARKS  
TOTAL FOR PAPER = 60 MARKS**



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