

Write your name here	
Surname	Other names
Centre Number	Candidate Number
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<b>Edexcel GCE</b>	
<b>Psychology</b>	
<b>Advanced Subsidiary</b>	
<b>Unit 1: Social and Cognitive Psychology</b>	
Monday 7 June 2010 – Afternoon <b>Time: 1 hour 20 minutes</b>	Paper Reference <b>6PS01/01</b>
<b>You do not need any other materials.</b>	Total Marks
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### 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 1–11 choose ONE answer from A, B, C or D.**

**1** The hypothesis which states there is no effect except that which occurs by chance is the \_\_\_\_\_ hypothesis.

- A** experimental
- B** alternate (alternative)
- C** null
- D** directional

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

**2** One measure of dispersion is the range. The usual way to calculate this is by

- A** adding up all the scores and dividing by the number of scores.
- B** taking away the lowest score from the highest score.
- C** putting all the scores in order and picking the middle one.
- D** looking for the most frequent score.

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

**3** Two researchers wanted to find out how hosting the Olympics would affect the country. One of the researchers is a large, muscular man and the other is a small, softly spoken woman. These \_\_\_\_\_ effects may influence how the participants respond.

- A** experimenter/investigator
- B** order
- C** participant/subject
- D** situational

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



4 Data obtained from unstructured interviews may not be easy to analyse as they may be \_\_\_\_\_ and, therefore, \_\_\_\_\_ analysed.

- A quantitative; subjectively
- B quantitative; objectively
- C qualitative; subjectively
- D qualitative; objectively

(Total for Question 4 = 1 mark)

5 Which **one** of the following statements best illustrates validity?

- A Jade thinks she is very intelligent but her teachers disagree.
- B Simon took a personality test and his family agreed with the results.
- C Rose finds that she revises best with music playing.
- D Rachel took her personality test twice and got the same score both times.

(Total for Question 5 = 1 mark)

6 Experiments can have an experimental condition and a control condition. Why is a control condition needed?

- A To rule out the influence of confounding variables.
- B To practise the experiment on.
- C To use as a comparison with the experimental condition.
- D To balance the conditions so they are equal.

(Total for Question 6 = 1 mark)

7 Lizzie believes that her colleague Somaya does not have the training to deal professionally with her research. Which ethical guideline is most likely to concern Lizzie?

- A Informed consent
- B Deception
- C Right to withdraw
- D Competence

(Total for Question 7 = 1 mark)



8 Phil's favourite football team is Sheffield United and he decides the only people that can come to his party must also be Sheffield United fans. What kind of behaviour is Phil showing?

- A In-group favouritism
- B Out-group favouritism
- C Social desirability
- D Autonomous state

(Total for Question 8 = 1 mark)

9 Helen is trying to convince Shaziyah that revising by making things meaningful is better than rote learning. Which theory is Helen talking about?

- A Levels of processing
- B Agency
- C Social identity
- D Cue dependency

(Total for Question 9 = 1 mark)

10 According to Agency theory a person is in an autonomous state when

- A they see themselves as the agents of those in authority.
- B they have to do something they believe to be immoral.
- C they feel free to act as they wish.
- D they do not feel responsible for their own actions.

(Total for Question 10 = 1 mark)

11 Kelly is doing a first aid course at her local sixth form college but has to take her test in the college's drama studio because her normal classroom is being re-decorated. Kelly forgets most of the information she has learned.

According to psychological theory, which of the following best explains Kelly's lack of recall?

- A Kelly had a late night the night before.
- B Kelly missed lunch and she was hungry.
- C Kelly felt cold because the drama studio was not heated.
- D Kelly did not take the test in her normal classroom.

(Total for Question 11 = 1 mark)

**TOTAL FOR SECTION A = 11 MARKS**



**SECTION B**

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

**12** (a) Outline the aim of Milgram's (1963) study.

(2)

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(b) Outline **two** features of Milgram's (1963) study that might explain why the participants obeyed.

(4)

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(c) Milgram's (1963) study is widely seen as unethical. However, there are many ways in which his study was ethical.

Explain how Milgram's study could be seen as **ethical**.

(4)

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(Total for Question 12 = 10 marks)



**13** Each of the approaches in psychology has main features (underlying concepts) that define it.

Describe **one or more** main features of the Cognitive Approach in psychology.

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**(Total for Question 13 = 4 marks)**



**14** Describe the Levels of Processing model of memory.

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





**15 (a)** You want to investigate gender differences in the speed of texting on mobile phones in order to see who are the fastest, males or females. Cognitive psychology would suggest you use a laboratory experiment for this kind of investigation.



(i) Identify the independent variable (IV) and the dependent variable (DV) in this case.

(2)

IV .....

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DV .....

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(b) Laboratory experiments have strengths and weaknesses.

(i) Outline **one** strength of a laboratory experiment.

(2)

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(ii) Outline **one** weakness of a laboratory experiment.

(2)

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(iii) You will have studied two other types of experiment apart from laboratory experiments.

Name these **two** types of experiment.

(2)

1.....

2.....

**(Total for Question 15 = 12 marks)**

**TOTAL FOR SECTION B = 31 MARKS**





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**(Total for Question 16 = 6 marks)**



H 3 5 8 7 7 A 0 1 3 1 6

**\*17** Describe and evaluate Godden and Baddeley’s (1975) study of cue dependent forgetting.

(12)

Lined writing area for the answer to question 17.



Blank lined writing area with horizontal dotted lines.



Blank lined area for writing answers.

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

**TOTAL FOR SECTION C = 18 MARKS  
TOTAL FOR PAPER = 60 MARKS**

