

General Certificate of Education
January 2003
Advanced Subsidiary Examination



PSYCHOLOGY (SPECIFICATION B)
Unit 1 Introducing Psychology

PYB1

Friday 10 January 2003 Morning Session

In addition to this paper you will require:
a 16-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 PYB1.
- Answer **three** questions.
- Answer **one** question from **Section A**, the **compulsory** question in **Section B** and **one** question from **Section C**.
- Do all rough work in the answer book. Cross through any work you do not want marked.

Information

- The maximum mark for this paper is 60.
- Mark allocations are shown in brackets.
- Questions carrying 10 marks should be answered in continuous prose. Quality of written communication will be assessed in these answers.
- In answers to questions carrying 10 marks, you will be assessed on your ability to use an appropriate form and style of writing, to organise relevant information clearly and coherently, and to use specialist vocabulary, where appropriate. The degree of legibility of your handwriting and the level of accuracy of your spelling, punctuation and grammar will also be taken into account.

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SECTION A: APPROACHES

Answer **one** question from this Section.

Each question carries 20 marks.

- 1 (a) Outline **one** assumption of the psychoanalytic approach in psychology. (2 marks)
- (b) Identify **three** features of the humanistic approach. (3 marks)
- (c) Jemma has just told her friend Paul that she has failed her driving test. He says to Jemma, “Everyone knows that boys are better at driving than girls. It’s common sense! I passed my test the first time I took it.” Jemma replies, “That is not true. Research shows that girls are safer drivers than boys, therefore they are better.”
- With reference to Jemma and Paul’s conversation, distinguish between scientific and common-sense explanations of human behaviour. (5 marks)
- (d) Discuss **at least one** way in which Skinner has influenced the development of psychology. (10 marks)
- 2 (a) Identify **two** changes which take place in the body during the *fight or flight* response. (2 marks)
- (b) Describe **one** advantage of using scans rather than neurosurgery to investigate cortical specialisation. (3 marks)
- (c) Distinguish between the terms *genotype* and *phenotype*. Illustrate your answer with an example of each. (5 marks)
- (d) Describe and discuss the use of selective breeding to investigate the genetic basis of behaviour. Refer to evidence in your answer. (10 marks)

TURN OVER FOR THE NEXT SECTION

Turn over ►

SECTION B: RESEARCH METHODS

Answer **all** parts of the compulsory question in this Section.

This question carries 20 marks.

- 3 A psychologist conducted a survey to discover the factors that motivate people to be blood donors.

The psychologist designed a questionnaire. After carrying out a pilot study, he distributed his questionnaires at two locations.

Location A – The questionnaire was given out to all of the staff at a factory which was about to be visited by a mobile donor unit for the first time.

Location B – The questionnaire was given to all of the staff at a factory which had been previously visited by a mobile donor unit.

80 people from **Location B** completed the questionnaire.

One item in the questionnaire was as shown in **Figure 1**.

Have you ever given blood before? Yes No

Figure 1

The responses of males and females are shown in **Table 1** below.

	Male respondents Total = 40	Female respondents Total = 40
Had given blood	10	15
Had not given blood	30	25

Table 1: The number of males and females at Location B who had or had not given blood before

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- (a) Present the data in **Table 1** in the form of a bar chart. Label your chart appropriately. (4 marks)
- (b) State **three** advantages of the use of questionnaires in psychological research. (3 marks)
- (c) Suggest **one** advantage of using two locations to distribute the questionnaires. (2 marks)
- (d) (i) What is a *pilot study*? (1 mark)
- (ii) Give **two** reasons why a pilot study is important in this type of research. (2 marks)
- (e) Explain why the item in **Figure 1** is an example of a closed question. (2 marks)
- (f) At the end of the questionnaire the psychologist asked people if they would be willing to be contacted for a follow-up interview. Those who were willing gave their names and addresses.
- The psychologist interviewed 10% of the people who had agreed to a follow-up interview.
- (i) Describe **one** sampling method the psychologist might have used to select interviewees. (2 marks)
- (ii) State **one** advantage of the method you identified in (i) above. (1 mark)
- (g) The psychologist carried out unstructured interviews with the sample of respondents.
- (i) What is meant by the term *unstructured interview*? (1 mark)
- (ii) Explain **one** advantage of an unstructured interview. (2 marks)

TURN OVER FOR THE NEXT SECTION

Turn over ►

SECTION C: PSYCHOLOGY OF GENDER

Answer **one** question from this Section.

Each question carries 20 marks.

- 4 (a) Give **one** example of a sex-role stereotype associated with
- (i) men;
 - (ii) women. (2 marks)
- (b) State what is meant by *content analysis*. Give **one** example of how this method can be used to study gender. (3 marks)
- (c) Describe **one** study using the experimental method in which gender was investigated. Indicate in your answer why the study was conducted, the method used, results obtained and conclusion drawn. (5 marks)
- (d) Describe **two** ethical issues which might arise when psychologists use case studies to investigate gender. Discuss how these issues could be dealt with. Refer to **at least one** study in your answer. (10 marks)
- 5 (a) What do social learning theorists mean by the term *identification*? (2 marks)
- (b) Outline **one** criticism of the psychoanalytic explanation of gender development. (2 marks)
- (c) A group of seven children aged between four and five years are playing together. Four of the children are boys. Three of the boys begin to play with a train set. Three girls are pretending to be nurses and ask the fourth boy to join them as their patient. He agrees to do this.
- The group of three boys calls out to the boy who is with the girls, “You’re a boy and they’re girls. If you play with them, that makes you a girl!” The boy who is the ‘patient’ replies, “I’m a boy and always will be. You don’t change into a girl just like that.”
- With reference to each of Kohlberg’s three stages of gender development, explain what the comments made by these boys might suggest about their understanding of their gender. (6 marks)
- (d) Discuss the biological explanation of gender. Refer to **at least one** study in your answer. (10 marks)

END OF QUESTIONS