

General Certificate of Education
June 2003
Advanced Subsidiary Examination



PSYCHOLOGY (SPECIFICATION B)
Unit 2 Social and Cognitive Psychology

PYB2

Monday 19 May 2003 Afternoon 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 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**.

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.

SECTION A: SOCIAL PSYCHOLOGY

Answer **at least one** question from this Section.

Each question carries 20 marks.

1 (a) Name **two** techniques which can be used to measure attitudes. (2 marks)

(b) From the list below, choose **two** statements which are examples of *cultural stereotypes*.

- Some Welsh people speak more than one language.
- Germans are efficient.
- Australian people are very competitive.
- The Sikh was wearing a turban.

Write the **two** statements you have chosen in your answer book. (2 marks)

(c) Identify and outline **two** functions which attitudes might have for an individual. Illustrate each function with an example. (6 marks)

(d) When Charlotte was 18 years old, she disliked children and said she never wanted to have any of her own. Ten years later she has four children, and she thinks they are wonderful.

Describe and discuss the cognitive dissonance explanation of attitude change. In your answer, refer to Charlotte's change of attitude. (10 marks)

2 (a) What is meant by the term *defiance* in relation to social influence? (2 marks)

(b) Malcolm goes on holiday to Spain with a new group of friends, but he does not really fit in. Suggest **two** ways in which his friends might exert group pressure on Malcolm to conform to the norms of the group. (2 marks)

(c) A participant in a conformity experiment has the task of judging which of two metal blocks is the heavier. A group of seven people make the judgement in turn, but the first six are confederates of the experimenter. The real participant is always the last to judge. The confederates are instructed to give the wrong answer, to see whether the real participant conforms by giving the same answer.

Explain how the participant's tendency to conform is likely to be affected by

(i) using two blocks which are very similar in weight;

(ii) one of the confederates giving the right answer. (6 marks)

(d) Describe and discuss **at least two** explanations for obedience to authority. (10 marks)

- 3 (a) Ed got up late this morning, and missed his psychology lesson. Two possible attributions of Ed's behaviour are

A: Ed is lazy;

B: Ed was very tired.

According to the *actor/observer effect*, identify which of these attributions is most likely to be made by

(i) an observer;

(ii) the actor.

In your answer book write **either A or B** to indicate your answer to (i) and (ii). (2 marks)

- (b) Explain what is meant by the *fundamental attribution error*. Illustrate your answer with an example. (3 marks)
- (c) Describe **one** study in which self-esteem was investigated. Indicate why the study was conducted, the method used, results obtained and conclusion drawn. (5 marks)
- (d) Discuss **at least two** psychological factors which can influence the impressions we form of other people. Refer to empirical evidence in your answer. (10 marks)
- 4 (a) Explain what is meant by *task cohesion*. Illustrate your answer with an example from a particular sport. (3 marks)
- (b) Archery is a sport in which there is little need for team members to interact or co-operate. Outline the likely relationship between team cohesion and performance in archery. (2 marks)
- (c) Describe **one** study in which home ground advantage was investigated. Indicate why the study was conducted, the method used, results obtained and conclusion drawn. (5 marks)
- (d) Discuss **at least two** psychological factors which influence the arousal level of sports players. Illustrate your answer with examples from different sports. (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) The following features are found in different models of attention:

- late selection;
- an attenuator;
- an early filter;
- a flexible allocation policy.

Select **one** feature from the list above which is a feature of the model produced by

- (i) Broadbent;
- (ii) Deutsch and Deutsch;
- (iii) Kahneman.

In your answer book write the feature you have selected for each model, clearly labelled as (i), (ii) and (iii). (3 marks)

(b) Using an example, explain what is meant by *divided attention*. (3 marks)

(c) Mark and Lisa are walking down the street when they see a cardboard box in the distance. Mark says, "I reckon that box is about as tall as you." Lisa agrees. When they reach the box, they find it is the same height as Lisa.

Explain how they were able to judge the size of the box correctly from a distance. (4 marks)

(d) Describe and discuss the influence of **two** of the following factors on perception:

- motivation;
- expectation;
- emotion;
- culture.

Refer to empirical evidence in your answer. (10 marks)

6 (a) Using an example, explain what is meant by the term *procedural memory*. (3 marks)

(b) The Working Memory model includes the following components:

- the articulatory loop;
- the visuo-spatial scratchpad;
- the primary acoustic store.

Which **one** of these components is most likely to be used by a person who is

- (i) running over uneven rocky ground;
- (ii) counting silently?

In your answer book, clearly label your answers to (i) and (ii). (2 marks)

(c) Describe **one** study in which the levels of processing model of memory was investigated. Indicate why the study was conducted, the method used, results obtained and conclusion drawn. (5 marks)

(d) Sam and Ella are looking through an album of their holiday photographs from many years ago. The photographs remind them of events which happened at the time, although their memories differ. For example, they disagree about the details of several holidays they spent together in the South of France.

Describe and discuss **at least two** psychological explanations of forgetting which might explain Sam's and Ella's memories of their holidays. (10 marks)

7 (a) Give **one** definition of language. (3 marks)

(b) Chimpanzees often communicate by means of grunts. Sometimes they make a series of grunts with panting sounds in between, when one chimpanzee approaches another. When there is a risk of aggression the grunts can turn into screams.

Outline **two** reasons why the chimpanzees' communication would **not** be described as language. (4 marks)

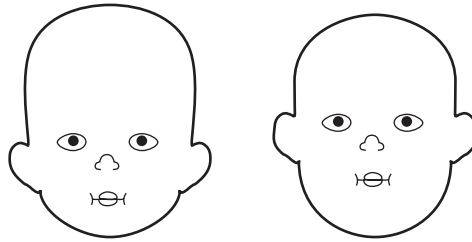
(c) Outline Vygotsky's view of the relationship between language and thought. (3 marks)

(d) Describe and discuss **at least one** way in which knowledge could be mentally represented. Refer to empirical evidence in your answer. (10 marks)

Turn over ►

8 (a) Outline the *feature analysis* model of face recognition. (2 marks)

(b)



These two babies have the same features, but they do not look the same.

With reference to the *holistic forms* model of face recognition, explain why the babies look different. (2 marks)

(c) George and Elaine both suffer from amnesia.

George can remember many past events, but recently he seems to be unable to store new memories.

Elaine can store new memories, but cannot remember what happened to her the week before last.

(i) Name the type of amnesia George is suffering from, and outline **one** possible cause of his amnesia.

(ii) Name the type of amnesia Elaine is suffering from, and outline **one** possible cause of her amnesia. (6 marks)

(d) Describe and discuss **at least two** psychological factors which might affect the reliability of eyewitness testimony. Refer to empirical studies in your answer. (10 marks)

END OF QUESTIONS