

General Certificate of Education
June 2006
Advanced Subsidiary Examination



PSYCHOLOGY (SPECIFICATION B)
Unit 2 Social and Cognitive Psychology

PYB2

Thursday 25 May 2006 1.30 pm to 3.00 pm

For this paper you must have:

- a 12-page answer book

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**.
- 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.
- The marks for questions are shown in brackets.
- You are reminded of the need for good English and clear presentation in your answers. Questions carrying 10 or more marks should be answered in continuous prose. Quality of Written Communication will be assessed in these answers.

SECTION A: SOCIAL PSYCHOLOGY

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

Each question carries 20 marks.

- 1** Philip and his friends enjoy walking on footpaths in the countryside. Some of the footpaths are also used by people riding motorbikes. Philip feels very angry when a motorcyclist rides past him. He thinks that people who ride motorbikes on footpaths are spoiling the countryside by churning up the ground. He sometimes puts rocks and branches across footpaths to obstruct the motorbikes. Philip always says “Hello” to other walkers he meets, but never to motorcyclists.
- (a) Name **two** techniques which could be used to measure Philip’s attitude to these motorcyclists. (2 marks)
 - (b) What do psychologists mean by *discrimination*? Illustrate your answer with an example from the description above. (2 marks)
 - (c) Name **three** components of attitudes and illustrate **each** with an example from the description above. (6 marks)
 - (d) Describe and discuss **two** psychological explanations for Philip’s prejudice against these motorcyclists. (10 marks)
- 2**
- (a) Outline what is meant by the *foot-in-the-door technique*. Illustrate your answer with an example. (3 marks)
 - (b) Distinguish between compliance and internalisation as types of conformity. (3 marks)
 - (c) Identify **two** factors which, according to Asch, might influence whether or not a person conforms with a group norm. State whether **each** factor tends to increase or decrease conformity. (4 marks)
 - (d) Bob is about to start a new job, teaching a group of young offenders in a detention centre. The head of the centre gives Bob some advice on how to ensure obedience. He says, “When you give someone an order, stand right up close to them. Always wear your instructor’s jacket. If one of them tries to defy you, send them back to their unit right away, so the others don’t join in.”

Describe and discuss **at least two** factors that, according to Milgram, influence the likelihood of a person obeying an order. Illustrate your answer with reference **both** to Milgram’s research **and** to the description above. (10 marks)

3 (a) Outline what is meant by *social comparison* as a source of self-perception. Illustrate your answer with an example. (2 marks)

(b) The three statements below illustrate different factors which can influence social perception.

A I thought the interviewer was genuinely friendly but, at the end of the interview, I caught him laughing at me. Then I decided that he wasn't a nice person at all.

B The other people on the course were librarians, so I realised there would be no wild parties that week.

C From the moment I first set eyes on her, I knew she was the woman for me.

In your answer book, write down which statement, **A**, **B** or **C**, is an example of each of the following:

(i) the primacy effect;

(ii) the recency effect;

(iii) stereotyping. (3 marks)

(c) Describe **one** study in which attribution bias was investigated. Indicate why the study was conducted, the method used, results obtained and conclusion drawn. (5 marks)

(d) Describe and discuss the causal schemata model of attribution. Illustrate your answer with **at least one** example. (10 marks)

4 (a) Identify **three** factors which can give rise to home ground advantage. (3 marks)

(b) State the difference between high-interaction and low-interaction sports. Name an example of **each** type of sport. (3 marks)

(c) The village of Lower Welling has an amateur football team. At a typical training session, some of the players arrive very late and make little effort. At the end of the session, all the players go to the local pub together.

State what is meant by the following:

(i) social cohesion;

(ii) task cohesion.

Illustrate **each** term by referring to the description above. (4 marks)

(d) Describe and discuss social facilitation theory. Refer to empirical evidence in your answer. (10 marks)

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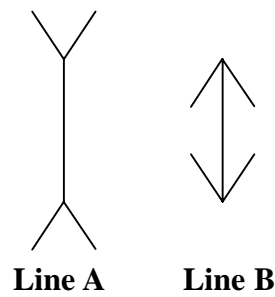
SECTION B: COGNITIVE PSYCHOLOGY

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

Each question carries 20 marks.

- 5 (a) Psychologists have found that motivation can influence visual perception. Name **two** other factors that can influence visual perception. (2 marks)
- (b) Outline what is meant by a *bottom-up* theory of information processing. Give an example of **one** bottom-up theory. (3 marks)
- (c) The illustration below (**Figure 1**) shows a visual illusion.

Figure 1



- (i) Name and briefly describe the illusion in **Figure 1**. (2 marks)
- (ii) Give **one** explanation of why **Figure 1** produces an illusion. (3 marks)
- (d) Describe and discuss Broadbent's model of attention. Refer to empirical evidence in your answer. (10 marks)
- 6 (a) Outline what is meant by *context* as an aid to retrieving information from memory. Illustrate your answer with an example. (3 marks)
- (b) The following examples illustrate three different explanations of forgetting. In each case, write in your answer book whether the example illustrates displacement, interference or a lack of consolidation.
- A** Alison drove a left-hand drive car all the time she was in Spain. Because the car was left-hand drive, the passenger and driver positions were the opposite to those in her British car. When she came home, she kept going to open the passenger's door instead of the driver's door.
- B** Ewan listed the ten things that he wanted me to buy him but, by the time he had finished speaking, I had forgotten the first three or four.
- C** When Olwen recovered consciousness after her operation, she had forgotten all about the magazine article which she had read just before the operation. (3 marks)

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- (c) Outline what is meant by the following:
- (i) *episodic memory*; (2 marks)
 - (ii) *procedural memory*. (2 marks)
- (d) Describe and discuss the multi-store model of memory. (10 marks)

- 7 (a) Outline what psychologists mean by *insight learning*. (2 marks)
- (b) Name **two** types of reasoning. (2 marks)
- (c) Explain whether or not **each** of the examples below is an example of language. Refer to criteria for language in your answers.
- (i) A dog communicates aggression to another dog by snarling and baring his teeth. (3 marks)
 - (ii) Sylvie and Paul are both deaf, and use British Sign Language. With rapid movements of her hands, Sylvie suggests to Paul that they both go to Australia next December, when it will be warm. (3 marks)
- (d) Describe and discuss Whorf's view of the relationship between language and thought. Refer to empirical evidence in your answer. (10 marks)

- 8 (a) A researcher slightly altered pictures of the faces of famous people. This was done by changing the distance between the features on each face. Participants found it more difficult to recognise the altered faces than the originals.
- Briefly explain this finding and indicate whether it supports the feature analysis model or the holistic model of face recognition. (3 marks)
- (b) Electro-convulsive therapy (ECT) can cause amnesia. Name **two** other causes of amnesia. (2 marks)
- (c) Describe **one** study in which amnesia was investigated. Indicate why the study was conducted, the method used, results obtained and conclusion drawn. (5 marks)
- (d) Stefan visits a therapist, complaining that he often feels depressed and worthless. The therapist mentions that many different experiences can lead to negative feelings, and tells Stefan about someone who had been kidnapped as a child and shut in the boot of a car. Soon after, Stefan becomes convinced that he too was kidnapped as a child in a similar way. Although he was previously not aware of this, he can now remember the colour of the car, and even the smell of petrol in the boot of the car.
- Discuss whether or not recovered memories such as Stefan's are likely to be false. Refer to empirical evidence in your answer. (10 marks)

END OF QUESTIONS

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