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Edexcel GCE

Centre Number

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Psychology

Advanced Subsidiary

Unit 1: Social and Cognitive

Monday 15 May 2017 – Afternoon

Time: 1 hour 20 minutes

Paper Reference

6PS01/01

You do not need any other materials.

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 on these questions with your spelling, punctuation and grammar, as well as the clarity of expression.*

Advice

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

Turn over ►

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SECTION A

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

Questions 1–11 must be answered with a cross in a box ☒. If you change your mind about an answer, put a line through the box ☒ and then mark your new answer with a cross ☒.

For questions 1–11 choose ONE answer from A, B, C or D.

1 A shopkeeper refuses to serve the visiting fans from a rival football team when they come into the shop to buy some drinks. This is an example of

- A social identification.
- B social comparison.
- C prejudice.
- D discrimination.

(Total for Question 1 = 1 mark)

2 In Milgram's (1963) experiment Mr Wallace had to learn and then be tested on a task. The task was to learn

- A a list of word pairs.
- B a set of images with labels.
- C an alphabetical list of noun pairs.
- D word groups that shared the same meaning.

(Total for Question 2 = 1 mark)

3 According to Milgram moral strain is best described as

- A feeling responsible for something you have done.
- B distress because of something you have been told to do.
- C unhappiness because you cannot do something.
- D feeling pleased with something you have been told to do.

(Total for Question 3 = 1 mark)

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- 4 Faisal is conducting a study. He gives half of the participants some snacks on blue plates and the other half the same range of snacks on red plates. All the participants are asked to rate the snacks for tastiness, sweetness, saltiness and visual appeal using a five point scale.

Identify the independent variable (IV) in Faisal's study.

- A types of snack
- B colour of plates
- C the rating scales
- D scores given for snacks

(Total for Question 4 = 1 mark)

- 5 Faisal wants to ensure he has good controls in his study. Which one of the following is designed to control a situational variable?

- A All participants are tested for colour blindness before the study starts.
- B All participants are students at the same college.
- C Everyone in the study is tested in the same room.
- D Everyone in the study has not eaten for at least three hours.

(Total for Question 5 = 1 mark)

- 6 Faisal wishes to avoid demand characteristics among his participants. He has used an independent groups design. Which other action will avoid demand characteristics occurring?

- A Not asking participants to total up their rating scores at the end.
- B Asking participants which was their favourite snack.
- C Not telling the participants the aim of his study.
- D Telling participants the nutritional content of the snacks.

(Total for Question 6 = 1 mark)



7 Psychologists use interviews to find out about attitudes, beliefs or opinions. In a structured interview participants would be asked questions that are

- A decided upon because of the responses already given.
- B the same questions in the same order for everyone.
- C decided upon as the interviewer goes along.
- D the same questions asked in a randomised order for everyone.

(Total for Question 7 = 1 mark)

8 Different levels of processing are known to influence how well people remember material they have been presented with.

Which of the following tasks could be used to test structural processing?

- A Counting the number of letters in each word.
- B Selecting another word with a similar meaning.
- C Choosing a word that sounds similar.
- D Finding a phrase that makes sense when the word is added.

(Total for Question 8 = 1 mark)

9 The Levels of Processing framework was developed by

- A Loftus & Palmer.
- B Craik & Lockhart.
- C Loftus & Zanni.
- D Craik & Tulving.

(Total for Question 9 = 1 mark)

10 Marti saw an incident and has been asked to give a statement to the police. To cue in Marti's recall the police officer should

- A ask closed questions at the start of the interview.
- B suggest a list of things Marti may have seen.
- C tell Marti her statement is vital to identify who was to blame.
- D ask Marti to recreate the location in her mind.

(Total for Question 10 = 1 mark)



11 Just before lunchtime four students witness a fight in college. That afternoon they tell their teacher about the fight but all forget important details. Which one of the following can be used to support the Cue Dependent Theory of forgetting?

- A Fatima was really hungry before lunch and is now quite full.
- B Simone kept thinking about a fight her brother was in last week.
- C Guprit saw another fight on the street when he left the cafe.
- D Adamu had been revising over lunchtime for a test later today.

(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) In the Social Approach you learned about a study into obedience that was carried out in a country **other** than the USA.

Explain the aim(s) of this study.

(2)

Name of study:

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(b) Evaluate the study you have described in (a) in terms of methodology.

(4)

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(c) There are always ethical issues relating to studies in obedience.

Explain **one** way in which the ethical standard of the study you described in (a) could be improved.

(2)

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(Total for Question 12 = 8 marks)



14 (a) Describe the sample of participants used in the study by Godden & Baddeley (1975).

(3)

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(b) Evaluate the sample used by Godden & Baddeley (1975).

(4)

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(c) Another type of sampling is random sampling. Evaluate random sampling.

(3)

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(Total for Question 14 = 10 marks)

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15 (a) In your course you have learned about two theories of memory, Levels of Processing and one other.

Describe the **other** theory/model of memory you have learned about.

(5)

Name of theory:

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(b) Evaluate the theory of memory you have described in (a). (Do not use Levels of Processing.)

(4)

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(Total for Question 15 = 9 marks)

TOTAL FOR SECTION B = 32 MARKS

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SECTION C

Answer ALL questions. You are advised to spend approximately 25 minutes on Section C.

16 In your course you have learned about qualitative and quantitative data. Explain what qualitative and quantitative data are **and** give an example of how each type of data may be collected in a psychological study.

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(Total for Question 16 = 5 marks)



*17 Charlotte has recently started at a new school and is desperate to make friends and be seen as fitting in. She has told her mother that she wants to start bleaching her hair and wearing make-up to school, things she has never done before. Charlotte's choice in music also seems to be changing.

Describe and evaluate Tajfel's Social Identity Theory. You must make reference to Charlotte and her situation in your answer.

(12)

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(Total for Question 17 = 12 marks)

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



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