

Surname		Other Names	
Centre Number		Candidate Number	
Candidate Signature			

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General Certificate of Secondary Education
June 2003



PSYCHOLOGY
HIGHER TIER
Paper 1

3181/H

H

Wednesday 11 June 2003 9.00 am to 11.00 am

No additional materials are required.

For Examiner's Use			
Number	Mark	Number	Mark
1			
2			
3			
4			
Total (Column 1)	→		
Total (Column 2)	→		
Quality of Written Communication			
TOTAL			
Examiner's Initials			

Time allowed: 2 hours

Instructions

- Use blue or black ink or ball-point pen.
- Fill in the boxes at the top of this page.
- Answer **all** questions in the spaces provided. If you wish to extend any answer, additional space is provided on pages 20 and 21.
- Do all rough work in this book. Cross through any work you do not want marked.

Information

- The maximum mark for this paper is 125.
- Mark allocations are shown in brackets.
- You will be awarded up to 5 marks for the quality of your written communication. 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.

Advice

- You are advised to spend no more than 30 minutes on each Section.

SECTION A – COGNITIVE PSYCHOLOGY

Answer **all** questions.

You are advised to spend no more than 30 minutes on each Section.

1

Total for this question: 30 marks

A GCSE psychology student noticed that football fans were very good at remembering football scores from the previous weekend. For her coursework she decided to investigate whether football fans could remember scores more accurately than people who did not like football. She did this in the following way.

- Two weeks before conducting her experiment she tape-recorded the scores from 20 football matches.
- She obtained permission from her Head of Year to find 30 volunteers from her year group.
- 15 football fans and 15 people who did not like football (non-fans) agreed to take part. They all sat in the same room at the same time to participate in the experiment.
- The tape-recording of the results was played to the participants. They were then given five minutes to write down the results that they could remember.

(a) Write a suitable hypothesis for this experiment.

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(2 marks)

(b) Identify the sampling method used and explain **one** criticism of this method.

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(3 marks)

(c) A summary of the findings is presented in **Table 1** below.

	Fans	Non-fans
Mean	14	6
Range	20	20

Table 1 Mean and range of correct football scores that were remembered by fans and non-fans (number of correct answers out of 20)

Explain what the findings in **Table 1** tell you about the accuracy of recall of fans and non-fans in remembering football results.

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(4 marks)

(d) Outline **one** psychological explanation of forgetting.

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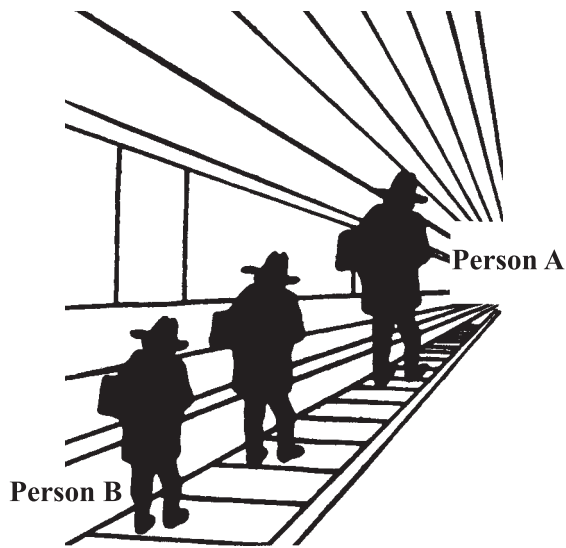
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(4 marks)

QUESTION 1 CONTINUES ON THE NEXT PAGE

Turn over ►

- (e) **Picture 1** below is an example of a visual illusion. Many people think that **Person A** appears to be larger than **Person B**.



Picture 1

- (i) Name the type of visual illusion that is shown in **Picture 1**.

..... (1 mark)

- (ii) Use your knowledge of visual perception to explain why **Person A** appears to be larger than **Person B**.

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..... (4 marks)

- (f) Describe **one** study in which **either** perceptual defence **or** perceptual sensitisation was investigated. Indicate in your answer the method used, the results obtained and the conclusion drawn.

Method.....

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Results.....

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Conclusion

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(4 marks)

QUESTION 1 CONTINUES ON THE NEXT PAGE

Turn over ►

(g) Read the advertisement below and answer the questions that follow.

Kick the smoking habit!

**Have you desperately tried to give up smoking and failed?
Put yourself in the hands of our expert psychologist
who will use classical conditioning methods to help
you to stop smoking once and for all.
Just call this number to find out more: 0900 009009**

The psychologist in the advertisement will use a special drug which causes smokers to feel ill and vomit. The smokers will take this drug every time they smoke a cigarette.

Using the terms *Unconditioned Stimulus* (UCS), *Unconditioned Response* (UCR), *Conditioned Stimulus* (CS) and *Conditioned Response* (CR), explain how the treatment works. You may use a labelled diagram as part of your answer if you wish.

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(6 marks)

(h) Outline **one** criticism of using conditioning methods to change behaviour.

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(2 marks)

SECTION B – SOCIAL PSYCHOLOGY

Answer **all** questions.

You are advised to spend no more than 30 minutes on each Section.

2

Total for this question: 30 marks

Read the article below and answer the questions that follow.

HERO HUMILIATED

A supermarket is to make an apology to a “have-a-go hero”, Bill Bland, who was accused of stealing from the store where he had tackled a shoplifter the week before.

Mr Bland, a business executive, believes staff at the store asked police officers to approach him about stealing from the store because he was black, casually dressed and wearing a baseball cap.

Mr Bland believes he would not have been approached if he had been wearing the smart suit he wore on the day he tackled the shoplifter.

(a) What is meant by the term *stereotype*? Refer to the article in your answer.

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(3 marks)

(b) The article illustrates a negative effect of stereotyping. Explain **one** advantage that the use of stereotypes might have in everyday life.

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(2 marks)

QUESTION 2 CONTINUES ON THE NEXT PAGE

Turn over ▶

(c) Describe **and** evaluate **one** study in which stereotyping was investigated. Include in your answer the reason why the study was conducted, the method used, the results obtained, the conclusion drawn and an evaluation of the study described.

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(8 marks)

(d) (i) Explain **one** way that psychologists have suggested prejudice might be reduced.

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(3 marks)

(ii) Using your knowledge of psychology, discuss whether the prejudice reduction technique you have explained in (i) above is likely to succeed.

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(4 marks)

QUESTION 2 CONTINUES ON THE NEXT PAGE

Turn over ►

(e) A study was conducted in which each participant had to sit alone in a room and have a conversation by intercom with other people who were in separate rooms. These people were confederates of the experimenter. There were three conditions:

Condition A: each participant had a conversation with one confederate.

Condition B: each participant had a conversation with two confederates.

Condition C: each participant had a conversation with three confederates.

After a few moments, in all three conditions, one of the confederates sounded as though he was very ill and cried out for help. The experimenter noted the percentage of participants who went for help. The results of the experiment are shown in **Figure 1**.

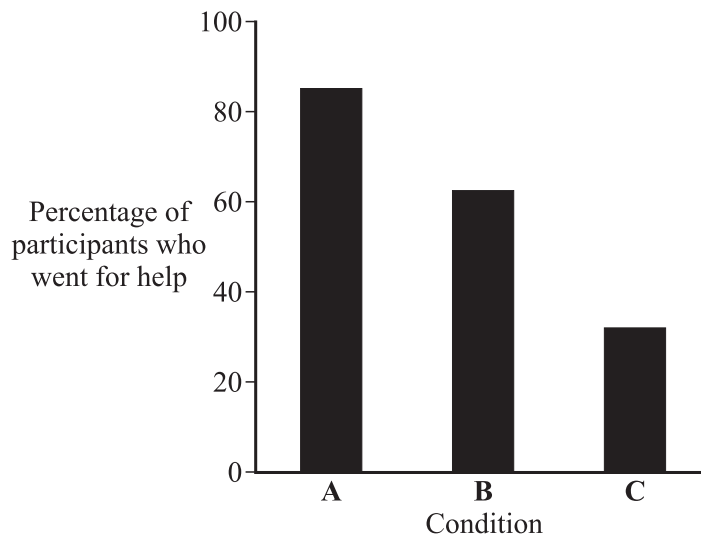


Figure 1: Bar graph showing the percentage of participants who went for help in each condition.

Describe the results of the study.

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(3 marks)

(f) Use your knowledge of psychology to explain the results of this study.

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(4 marks)

(g) Identify **one** ethical issue which should have been considered when this study was designed. Explain why the issue you have identified is important.

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(3 marks)

30

TURN OVER FOR THE NEXT QUESTION

Turn over ►

SECTION C – DEVELOPMENTAL PSYCHOLOGY

Answer **all** questions.

You are advised to spend no more than 30 minutes on each Section.

3

Total for this question: 30 marks

(a) Define the term *schema*.

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(2 marks)

(b) Using **one** example of each, explain the role of *assimilation* and *accommodation* in the development of schema.

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(6 marks)

(d) Look at the two pictures below.

The pictures of a young girl feeding her doll and a young boy brandishing a toy gun are not reproduced here due to third-party copyright constraints.

The full copy of this paper can be obtained by ordering 3181/H from AQA Publications
Tel: 0161 953 1170

Explain the difference between *sex identity* and *gender identity*. Refer to the pictures in your answer.

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(3 marks)

(e) Briefly outline how the *social learning approach* explains the acquisition of gender identity.

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(3 marks)

(f) Some psychologists claim that the media might reinforce gender differences.

Imagine that you and a partner decide to carry out an observation study to investigate this claim by watching children’s television programmes. You want to look for examples of behaviour that promote masculine and feminine stereotypes.

Suggest **one** behaviour category for each stereotype that you might use when recording your observations.

Masculine stereotype

Feminine stereotype

(2 marks)

(g) Explain why it is necessary to use behaviour categories when recording behaviour.

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(2 marks)

(h) (i) What is meant by the term *inter-observer reliability*?

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(2 marks)

(ii) Explain how you and your partner could establish inter-observer reliability.

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(2 marks)

SECTION D – PRO- AND ANTI-SOCIAL BEHAVIOUR

Answer **all** questions.

You are advised to spend no more than 30 minutes on each Section.

4

Total for this question: 30 marks

- (a) What is meant by the term *moral behaviour*?

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(2 marks)

- (b) Read the article below and answer the questions that follow.

ARE CRIMINALS JUST MORALLY IMMATURE?

A recently reported study of over 100 convicted male criminals between the ages of 16 and 21 suggests that their overall level of moral reasoning is lower than is typical for their age. One psychologist involved in the study, who was once a student of Jean Piaget, said “These boys have not yet progressed from having a lack of awareness of moral behaviour to a stage where they understand the rules.”

Outline how Piaget’s theory of moral development helps us to understand the behaviour of the convicted male criminals referred to in the article.

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(5 marks)

(c) Explain **one** criticism of the sample of participants referred to in the article.

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(2 marks)

(d) What is meant by the term *pro-social behaviour*?

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(2 marks)

(e) Use your knowledge of psychology to identify and explain **two** factors which affect pro-social behaviour.

Factor 1.....

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Factor 2.....

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(6 marks)

QUESTION 4 CONTINUES ON THE NEXT PAGE

Turn over ►

- (f) According to the social learning approach, aggressive behaviour is learned. Describe **one** study in which this idea was investigated. Indicate in your answer the method used, the results obtained and the conclusion drawn.

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(4 marks)

- (g) Two major approaches which have attempted to explain ways of reducing aggression are the *psychodynamic approach* and the *social learning approach*.

Describe **one** way to reduce aggression which has been suggested by each of these approaches.

Psychodynamic

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Social Learning

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(6 marks)

(h) Choose **one** of the ways of reducing aggression that you have described in your answer to (g) and discuss whether it is likely to be successful.

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(3 marks)

END OF QUESTIONS

30