



**General Certificate of Secondary
Education**

Psychology

Specimen Mark Scheme

**Unit 1: Making Sense of Other
People**

The specimen assessment materials are provided to give centres a reasonable idea of the general shape and character of the planned question papers and mark schemes in advance of the first operational exams.

Indicative content is given for each part question. However, this material is neither exhaustive nor prescriptive and alternative, valid responses should be given credit.

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SECTION A: MEMORY**1****Total for this question: 15 marks**

(a) The multi-store explanation of memory suggests that memory has three separate stores:

- A** Sensory memory
B Short-term memory
C Long-term memory

The following table contains descriptions of these three stores.

In the box next to each description write the name of the store (**A**, **B** or **C**) that it describes. You may use each letter more than once. (3 marks)

Holds about seven chunks of information	B
Memories fade almost immediately	A
Memories may remain here forever	C
Appears to have an unlimited capacity	C

AO1 = 3 marks(b) Use your knowledge of psychology to identify and briefly describe **one** practical application based on the multi-store explanation of memory. (3 marks)

Any valid practical application that is identified will earn 1 mark.

Possible answer: revising for exams (1 mark).

A brief description can earn up to 2 marks.

Possible answer: The multi-store model says that rehearsal (1 mark) allows information to be transferred from short-term memory to the long-term memory (1 mark).

AO2 = 3 marks

(c) Look at the following examples of forgetting.

From the following list of terms, choose the one which is the best explanation of forgetting and write **A**, **B** or **C** in the box next to each example:

- A** Context
B Interference
C Reconstructive

(2 marks)

Example	Term
When Joan was asked for her telephone number, she gave her old one instead of her new one.	B
Sarah could remember French vocabulary when she was in the classroom where she had learnt it, but she forgot it when she was in the exam room.	A

AO2 = 2 marks

- (d) (i) Describe **one** study in which eye-witness testimony was investigated. Include in your answer the reason why the study was conducted, the method used, the results obtained and the conclusion drawn. (4 marks)

Any relevant study can receive credit, the most likely being Loftus.

Possible answer: Loftus wanted to see if asking leading questions affected the accuracy of eye-witness testimony. She showed participants a film of a car accident. They were then asked to estimate the speed the car was going when it either 'smashed' into the other car, or when it 'hit' the other car. When the word 'smashed' was used, the estimated speed was faster than when the word 'hit' was used. Loftus therefore concluded that asking leading questions can affect recall.

4 marks: A clear description of a relevant study containing all four required elements.

3 marks: A reasonable description of a recognisable study although one element may be missing.

2 marks: A description of a recognisable study that is either very brief or has more than one element missing.

1 mark: A muddled description of a recognisable study

AO1 = 4 marks

- (d) (ii) Evaluate the study you have described in your answer to (d) (i). (3 marks)

Evaluation marks can be earned in several ways: Candidates could state three criticisms (positive and/or negative) or they could focus on one or two criticisms with appropriate elaboration.

Possible answer: This study can be criticised because it lacks ecological validity (1 mark). The participants were not witnessing a real life event (1 mark) and this may have influenced their answers (1 mark).

AO3 = 3 marks

SECTION B: NON-VERBAL COMMUNICATION

2

Total for this question: 15 marks

- | | |
|---------|--|
| (a) (i) | What is meant by <i>non-verbal communication</i> ? Refer to the article in your answer.
(3 marks) |
|---------|--|

AO1 marks by definition or may be by example.

Possible answer: Non-verbal communication is any method of conveying messages (1 mark) that does not involve words or vocal sounds (1 mark).

AO2 mark for reference to the article

Possible answer: The article suggests using an open posture when speaking (1 mark).

AO1 = 2 marks AO2 =1 mark

- | | |
|----------|--|
| (a) (ii) | What is meant by <i>verbal communication</i> ? Refer to the article in your answer.
(3 marks) |
|----------|--|

AO1 marks by definition or may be by example.

Possible answer: Verbal communication requires the use of words or vocal sounds (1 mark) to convey messages (1 mark).

AO2 mark for reference to the article.

Possible answer: The article suggests using friendly words when speaking (1 mark).

AO1 = 2 marks AO2 =1 mark

- | | |
|-----|---|
| (b) | Identify two functions of eye contact:
(2 marks) |
|-----|---|

AO2 marks by identifying two functions of eye contact.

Possible answer: Regulating the flow of information in conversation (1 mark), expressing emotion (1 mark).

AO2 = 2 marks

(c)	(i)	Describe one study of non-verbal communication. Include in your answer the reason why the study was conducted, the method used, the results obtained and the conclusion drawn. (4 marks)
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Any appropriate study of non-verbal communication can receive credit, for example, Argyle & Dean, Osgood, Hess, etc.

Possible answer: Hess wanted to find out if pupil dilation affects attraction. He used two identical pictures of the same woman except that in one of the pictures her pupils were dilated and in the other they were small. Participants were then asked which picture they preferred. Hess found that the majority of participants preferred the woman with dilated pupils. Hess concluded that pupil dilation is a non-verbal signal that affects attraction.

4 marks: A clear description of a relevant study containing all four required elements.

3 marks: A reasonable description of a recognisable study although one element may be missing.

2 marks: A description of a recognisable study that is either very brief or has more than one element missing.

1 mark: A muddled description of a recognisable study

AO1 = 4 marks

(c)	(ii)	Evaluate the study you have described in your answer to (c) (i). (3 marks)
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Evaluation marks can be earned in several ways: Candidates could state three criticisms (positive and/or negative) or they could focus on one or two criticisms with appropriate elaboration.

Possible answer: It does not show the effect of pupil dilation in real life situations (1 mark). Other factors may affect attraction when interacting with people in real life (1 mark). Just looking at photographs provides very little information to go on when rating attraction (1 mark).

AO3 = 3 marks

SECTION C: DEVELOPMENT OF PERSONALITY

3 (a)

Total for this question: 15 marks

(i) N (1 mark)

AO2 = 1 mark

(ii) E (1 mark)

AO2 = 1 mark

(iii) E (1 mark)

AO2 = 1 mark

(iv) N (1 mark)

AO2 = 1 mark

(b) What is meant by *antisocial personality disorder*? Refer to the article in your answer.

(5 marks)

AO1: Up to two marks for a clear definition of antisocial personality disorder.

Possible answer: Antisocial personality disorder is a disease that causes people to behave in a way that is not normal.

AO1 = 2 marks

AO2: Up to three marks for a clear reference to the article.

Possible answer: In the article, the psychologist thinks the lad is showing characteristics of antisocial personality disorder because of the behaviour he is showing; for example, he shows a complete lack of guilt for his crimes.

AO2 = 3 marks

- (c) Describe **and** evaluate **one** study in which temperament was investigated. Include in your answer the method used in the study, the results obtained, the conclusion drawn and an evaluation of the study described.
(use continuous prose)

(6 marks)

AO1: up to 3 marks for a clear description of a correct study.

Possible answer: In a series of twin studies, parents were asked to rate their children on the temperaments of activity, emotionality and sociability. Research included both identical and fraternal twins. The results showed that identical twins were more similar in the levels of these temperaments than fraternal twins. The conclusion was that heredity plays an important role in determining temperament.

AO3: up to 3 marks for appropriate evaluation.

Evaluation marks can be earned in several ways: Candidates could state three criticisms (positive and/or negative) or they could focus on one or two criticisms with appropriate elaboration.

Possible answer: The studies have been criticised because they relied on parents' opinions of the levels of these temperaments and therefore the results could have been biased. This is because the measurement scale used was not objective.

AO1 = 3 marks AO3 = 3 marks

Marks awarded for this answer will be determined by the quality of written communication.

6 or 5 marks	For 6 marks, there is a clear description and evaluation of a relevant study reflecting the detail of the possible answer in the mark scheme. For 5 marks, both description and evaluation are present but one of these features is slightly lacking in detail. The answer is well-structured with effective use of sentences and/or paragraphs. There are few spelling and punctuation errors.
4 or 3 marks	For 4 marks, both description and evaluation of a relevant study have been attempted but lacks the detail of the possible answer in the mark scheme. For 3 marks, either clear description or clear evaluation is present that reflects the detail of the possible answer in the mark scheme. The answer has some structure with appropriate use of sentences. There are some spelling and punctuation errors.
2 or 1 mark	For 2 marks, there is a brief description and/or evaluation of a relevant study. For 1 mark the answer is muddled. There is little evidence of structure in terms of correct use of sentences. There are frequent spelling and punctuation errors.
0 marks	No relevant content

SECTION D: STEREOTYPING, PREJUDICE AND DISCRIMINATION

4

Total for this question: 15 marks

(a) Read the following conversation between two students:

Susan: "Why does our teacher always give you higher marks than me?"

Tina: "That's easy. You've got blonde hair and he thinks all blondes are stupid."

Susan: "That's discrimination, because I'm not stupid."

(i) What is meant by the term *stereotyping*? Refer to the conversation in your answer.

(3 marks)

AO1 marks by definition or may be by example.

Possible answer: Stereotyping is when we apply generalised set of ideas (1 mark) to anyone belonging to a particular group (1 mark).

AO2 mark for reference to the conversation.

Possible answer: In the conversation, Tracey thinks that the teacher has stereotyped Sharon as stupid (1 mark).

AO1 = 2 marks AO2 = 1 mark

(ii) What is meant by the term *discrimination*? Refer to the conversation in your answer.

(3 marks)

AO1 marks by definition or may be by example.

Possible answer: Discrimination means treating someone favourably or unfavourably (1 mark) because they belong to a particular group (1 mark).

AO2 mark for reference to the article

Possible answer: In the conversation, Sharon says that the teacher is discriminating against her by giving her a lower mark (1 mark).

AO1 = 2 marks AO2 = 1 mark

(b) Read the following statements about Sherif's work on prejudice and discrimination and decide whether they are TRUE or FALSE.

(i) Sherif created conflict between two groups of 12 year olds at a summer camp.
(tick the correct box)

(1 mark)

True	False
✓	

AO1 =1 mark

- (ii) Sherif's study has been criticised because he only studied boys.
(tick the correct box)

(1 mark)

True	False
✓	

AO3 = 1 mark

- (iii) Sherif's study concluded that people with an authoritarian personality are more likely to be prejudiced.
(tick the correct box)

(1 mark)

True	False
	✓

AO3 = 1 mark

- (c) Using your knowledge of psychology, describe and evaluate **one** way that prejudice might be reduced.
(use continuous prose)

(6 marks)

AO1: up to 3 marks for a clear description of one way that prejudice might be reduced. This could be achieved by suggesting one way of reducing prejudice plus relevant elaboration of how this way might succeed in the reduction of prejudice.

Possible answer: Prejudice can be reduced through increasing social contact. This would give people more information about others and therefore break down stereotypes which lead to prejudice.

AO3: up to 3 marks for appropriate evaluation.

Evaluation marks can be earned in several ways: Candidates could simply state three criticisms (positive and/or negative). Other answers could focus on one criticism with detailed elaboration that adds at least two or more elements of clarification to the answer. Candidates could also state two criticisms with a brief elaboration of one of these adding an additional point of clarification.

Possible answer: Research has shown that it is not enough simply to bring people together in order to reduce prejudice. Prejudice towards individuals may be reduced but this is not generalised to all members of the group.

Another possible answer: There has always been contact between black and white Americans but this has not reduced prejudice. White Americans are seen as higher-status and dominant. Therefore, their prejudiced views are more likely to be followed.

AO1 = 3 marks AO3 = 3 marks

Marks awarded for this answer will be determined by the quality of written communication.

6 or 5 marks	<p>For 6 marks, there is a clear description and evaluation of one way that prejudice might be reduced reflecting the detail of the possible answer in the mark scheme. For 5 marks, both description and evaluation are present but one of these features is slightly lacking in detail.</p> <p>The answer is well-structured with effective use of sentences and/or paragraphs. There are few spelling and punctuation errors.</p>
4 or 3 marks	<p>For 4 marks, both description and evaluation of one way that prejudice might be reduced have been attempted but lacks the detail of the possible answer in the mark scheme. For 3 marks, either clear description or clear evaluation is present that reflects the detail of the possible answer in the mark scheme.</p> <p>The answer has some structure with appropriate use of sentences. There are some spelling and punctuation errors.</p>
2 or 1 mark	<p>For 2 marks, there is a brief description and/or evaluation of how prejudice might be reduced. For 1 mark the answer is muddled.</p> <p>There is little evidence of structure in terms of correct use of sentences. There are frequent spelling and punctuation errors.</p>
0 marks	No relevant content

SECTION E: RESEARCH METHODS**5****Total for this question: 20 marks**

A psychologist conducted an experiment to investigate pupil dilation. His aim was to find out if the pupils of participants' eyes were wider when they looked at a picture of a smiling face or a picture of an angry face. This is what he did:

- He used 10 volunteers to take part in both conditions of his experiment.
- In Condition A he showed each participant a photograph of a person who was smiling.
- He then used a special camera to measure the width in millimetres of each participant's pupils.
- In Condition B he showed each participant a photograph of the same person but this time the person had an angry face.
- He then measured the width in millimetres of each participant's pupils again.

(a) Write a suitable hypothesis for this experiment.

(2 marks)

The hypothesis must be a testable statement.

Possible answer: The pupils of participants' eyes will be wider when they look at a picture of a smiling face than when they look at a picture of an angry face.

Statement (1 mark), sense of 2 variables (1 mark).

AO2=2 marks

(b) (i) Identify the independent variable in this experiment.

(1 mark)

Whether the participants looked at a picture of a smiling face or an angry face.

AO2 = 1 mark

(b) (ii) Identify the dependent variable in this experiment.

(1 mark)

The width of the participants' pupils in millimetres in each condition.

AO2 = 1 mark

(b) (iii) Identify the experimental design used in this experiment.

(1 mark)

Repeated measures.

AO2 = 1 mark

(c) Read each of the following statements about experimental designs and decide whether it is **TRUE** or **FALSE**.

(i) A disadvantage of a repeated measures design is that participant variables could affect the results.

(tick the correct box)

(1 mark)

True	False
	✓

AO3 = 1 mark

(ii) A disadvantage of an independent groups design is that more participants are needed than for a repeated measures design.

(tick the correct box)

(1 mark)

True	False
✓	

AO3 = 1 mark

- (iii) A disadvantage of a matched pairs design is that it can be time-consuming.
(tick the correct box)

(1 mark)

True	False
✓	

AO3 = 1 mark

- (d) Identify **one** extraneous variable that the psychologist controlled in this experiment.
(tick the correct box)

(1 mark)

The person used in the photograph.

☒

The sex of the participants.

☐

The width of the participants pupils

☐

AO2 = 1 mark

- (e) Identify the sampling method the psychologist used in this experiment.

(1 mark)

Opportunity sampling.

AO2 = 1 mark

- (f) (i) The mean width of participants' pupils in Condition A is:
(tick the correct box)

(1 mark)

5 mm. ☐

7 mm. ☒

70 mm. ☐

AO3 = 1 mark

- (ii) Identify one anomalous result in Condition A and state the effect this has on the mean width of participants' pupils.

(2 marks)

The anomalous result is participant 6 or 2mm. The effect it has is to reduce the mean.

AO3 = 2 marks

(iii)	The range in Condition B is: (tick the correct box)	(1 mark)
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- 2 mm. ☒
- 4 mm. ☐
- 5 mm. ☐

AO3 = 1 mark

(g)	Explain one disadvantage of using the experimental method in psychological research.	(3 marks)
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Any appropriate disadvantage should receive credit.

Possible answer: One disadvantage is that many experiments are carried out in artificial environments (1 mark) and therefore does not show real life behaviour (1 mark). Therefore the conclusions cannot be generalised to everyday life (1 mark). **AO3 = 3 marks**

(h)	(i)	Identify one ethical issue the psychologist should have considered before conducting his experiment.	(1 mark)
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Any relevant ethical issue should receive credit.

Possible answer: Informed consent should be obtained.

AO2 = 1 mark

(ii)	Outline one way the psychologist could have dealt with the ethical issue you have identified in your answer to (h) (i).	(1 mark)
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An appropriate outline which relates to the ethical issue identified in (h)(i). If the outline does not match the issue stated do not award marks for (h) (i).

Possible answer: Before the experiment the psychologist should explain the true purpose of the study (1 mark) and ask participants if they are willing to take part (1 mark).

AO2 = 2 marks

ASSESSMENT OBJECTIVE GRID

Question	AO1	AO2	AO3	Total
1 (a) (b) (c) (d) (i) (ii)	3 4	 3 2	 3	 15
2 (a) (i) (ii) (b) (i) (ii) (c) (i) (ii)	2 2 4	1 1 1 1	 3	 15
3 (a) (b) (d)	 2 3	4 3	 3	 15
4 (a) (i) (ii) (b) (i) (ii) (iii) (c)	2 2 1 3	1 1	 1 1 3	 15
5 (a) (b) (i) (ii) (c) (i) (ii) (iii) (iv) (d) (e) (f) (i) (ii) (iii) (iv) (g) (h) (i) (ii)		2 1 1 1 1 1	 1 1 1 1 1 1 1 3	 20
Total	28	28	24	80