

**GENERAL CERTIFICATE OF SECONDARY EDUCATION
 PSYCHOLOGY**

1989/04

Paper 4 (Higher Tier)

MONDAY 23 JUNE 2008

Morning
 Time: 1 hour 15 minutes

Candidates answer on the question paper

Additional materials: No additional materials are required



Candidate
Forename

Candidate
Surname

Centre
Number

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Candidate
Number

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INSTRUCTIONS TO CANDIDATES

- Write your name in capital letters, your Centre Number and Candidate Number in the boxes above.
- Use blue or black ink. Pencil may be used for graphs and diagrams only.
- Read each question carefully and make sure that you know what you have to do before starting your answer.
- Answer **all** the questions.
- Do **not** write in the bar codes.
- Write your answer to each question in the space provided.

INFORMATION FOR CANDIDATES

- The number of marks for each question is given in brackets [] at the end of each question or part question.
- The total number of marks for this paper is **80**.
- You may use the lined pages at the back of this booklet for your answers if you need to do so. You must make sure that any answer(s) on these sheets is clearly labelled with the appropriate question number(s).
- Marks will be awarded for the quality of your written communication in Section D, question 21.

FOR EXAMINER'S USE	
Section	Mark (max. in brackets)
A	(18)
B	(18)
C	(18)
D	(26)
TOTAL	(80)

This document consists of **12** printed pages, **2** lined pages and **2** blank pages.

2
SECTION A

Individual Differentiation

Source A: Attitudes of Prejudice

Psychologists have identified three components of prejudice. Ethnocentrism is one example of prejudice.

Components of Prejudice	Examples of Ethnocentrism
Affective	Feeling superior to other cultures
Behavioural	Discriminating against other cultures
Cognitive	Stereotyping other cultures

1 From the Source:

(a) state how many components of prejudice psychologists have identified.

.....[1]

(b) give the example of the affective component of prejudice.

.....[1]

2 Explain what is meant by the term 'stereotyping'.

.....
.....
.....[2]

3 Another example of prejudice is sexism.

Give **two** examples of sexist behaviour.

(a)[1]

(b)[1]

SECTION B

Cognitive Psychology

Source B: Memory

One application of memory research is in advertising where companies want customers to remember their products.

Advertising techniques include:

- Repeating details about the product to prevent trace decay.
- Limiting information about the product to prevent displacement.
- Making an advert stand out to prevent interference.
- Using cues so a customer remembers the product when they are shopping.

7 From the Source:

(a) state why adverts repeat details about the product.

.....[1]

(b) state how adverts try to prevent displacement.

.....[1]

8 The Source says advertising is one application of memory research.

Outline **one** other application of memory research.

.....
.....
.....[2]

9 There are three different stages to memory.

Draw **one** line from each of the stages on the left hand side to match its correct definition. [3]

STAGE	DEFINITION
Encoding	To retain data for later use.
Storage	To produce a response.
Retrieval	To find data for current use.
	To format data so that it can be stored.

10 (a) Name the theory which states that we have a short-term memory and a long-term memory.

.....[1]

(b) Describe **two** differences between the short-term and long-term memory stores.

(i)

.....[2]

(ii)

.....[2]

11 Describe and evaluate **one** theory of forgetting.

Description:
.....
.....
.....
.....
.....
.....[4]

Evaluation:.....
.....
.....[2]

Section total: 18 marks

SECTION C

Bio-Psychology

Source C: Sex and Gender

A psychologist and her two assistants carried out a content analysis of teenage magazines. Five of the magazines were aimed at boys and five were aimed at girls.
They wanted to measure the amount of sex typing the magazines showed. They used a standardised rating scale to do this.
The findings showed many differences between the magazines. Girls' magazines emphasised the importance of appearance and relationships. Boys' magazines focused more on physical activity, as well as on jokes and humour.

12 From the Source:

(a) state the *method* used by the psychologist.

.....[1]

(b) give **one** of the findings about girls' magazines.

.....[1]

13 Give **two** *controls* that the psychologist used in her research.

(a)[1]

(b)[1]

14 Explain what is meant by the term 'sex typing'.

.....
.....
.....[2]

15 State whether the following statements are true or false. [2]

Give your answer by circling either TRUE or FALSE as shown below.

TRUE FALSE
TRUE FALSE

- (a) 'A person's sex identity can be different from their gender identity.' TRUE FALSE
(b) 'Androgyny is one form of gender identity.' TRUE FALSE

16 From your study of psychology, describe cultural differences in gender role development.

.....
.....
.....
.....
.....
.....
.....[4]

17 (a) Describe the role of biological factors in sex differences.

.....
.....
.....
.....
.....
.....
.....[4]

(b) Evaluate the role of biological factors in gender role development.

.....
.....
.....
.....
.....
.....
.....[2]

Section total: 18 marks

SECTION D

Cognitive Psychology

Source D: Perception

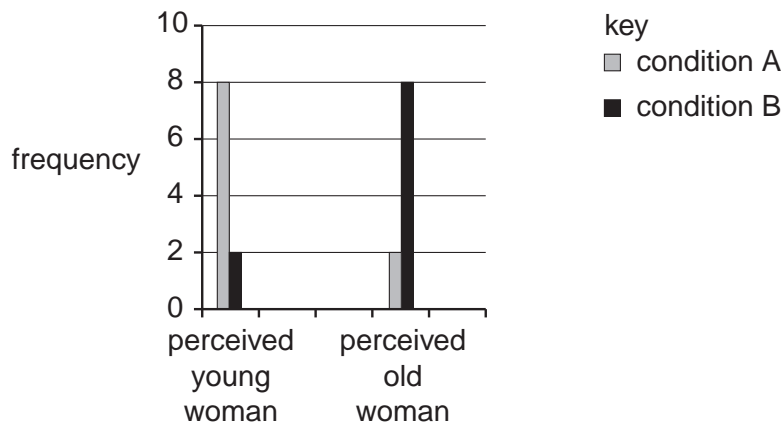
A psychologist wanted to investigate the effects of expectations on perception. As his test stimulus he used an illusion. The illusion could be seen in one of two ways, either as a young woman or as an old woman.

He divided his 20 participants into two conditions. There were 10 participants in each condition.

In Condition A, he showed participants a series of pictures of young women's faces and then the illusion. They had to say what face they perceived first in the illusion: the old woman or the young woman.

In Condition B, the other participants were tested in the same way but were shown a series of pictures of old women rather than young women.

The following bar graph shows the results.



From this, the psychologist concluded that expectations do affect perception.

18 From the Source:

(a) identify what the psychologist used as his test stimulus.

.....[1]

(b) give the number of the participants in Condition A who perceived the old woman in the illusion.

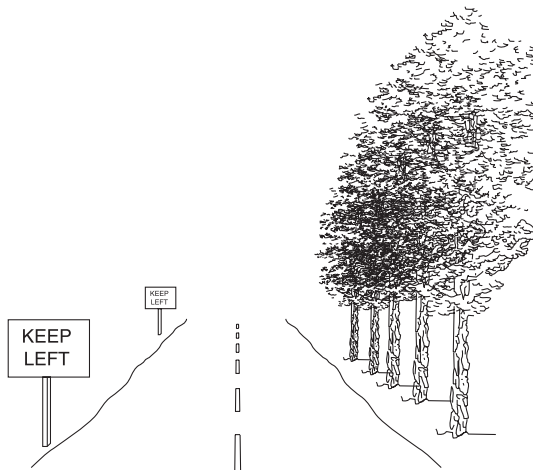
.....[1]

19 The psychologist in the Source used an independent groups design.

Outline **one** disadvantage of using an *independent groups design*.

.....
.....
.....[2]

20 Look at the following picture.



Describe **two** *depth cues* used in this picture.

(a)
.....[2]

(b)
.....[2]

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15
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