

**Wednesday 23 January 2013 – Afternoon**

**GCSE PSYCHOLOGY**

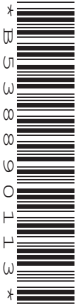
**B541/01** Studies and Applications in Psychology 1

Candidates answer on the Question Paper.

**OCR supplied materials:**  
None

**Other materials required:**  
None

**Duration:** 1 hour 15 minutes



Candidate forename		Candidate surname	
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Centre number						Candidate number				
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**INSTRUCTIONS TO CANDIDATES**

- Write your name, centre number and candidate number in the boxes above. Please write clearly and in capital letters.
- Use black ink. HB pencil may be used for graphs and diagrams only.
- Answer **all** the questions.
- Read each question carefully. Make sure you know what you have to do before starting your answer.
- Write your answer to each question in the space provided. If additional space is required, you should use the lined pages at the end of this booklet. The question number(s) must be clearly shown.
- Do **not** write in the bar codes.

**INFORMATION FOR CANDIDATES**

- The number of marks is given in brackets [ ] at the end of each question or part question.
- The total number of marks for this paper is **80**.
- You will be awarded marks in questions **18** and **23** for the quality of your written communication.
- This document consists of **16** pages. Any blank pages are indicated.

Answer **all** questions.

**SECTION A – COGNITIVE PSYCHOLOGY**

**Memory**

1 Input is the first stage of information processing in memory.

Give the other **four** stages.

- 1 .....
- 2 .....
- 3 .....
- 4 .....

[4]

2 Answer the following questions about Terry's (2005) experiment into memory for TV commercials.

For each question, choose **one** answer by ticking the relevant box.

(a) What type of experimental design did Terry use?

- independent groups
- matched pairs
- repeated measures

[1]

(b) What did participants have to recall about the TV commercials?

- duration of commercial
- product being advertised
- slogan used

[1]

(c) What did Terry find in the delayed recall condition?

- just a primacy effect
- just a recency effect
- a primacy and recency effect

[1]

**The Advertising Game**

If a TV advert is loud, colourful or shocking, it is likely to get the audience’s attention. However, it is more difficult to get the audience to actually remember an advert and to recall the details of its product. Too much information will overload the audience. It is better to break information down into chunks and repeat the message a number of times. The purpose is to get a potential customer to store an advert into their long-term memory. However, even when it is there, it may need a cue to be retrieved. This is why product displays are important in shops.

Using the source:

(a) Identify the purpose of advertising.

.....  
..... [1]

(b) Identify the phrase associated with rehearsal.

.....  
..... [1]

(c) Give a technique that is used to prevent displacement.

.....  
..... [1]

(d) Give a technique that is used to prevent accessibility problems.

.....  
..... [1]

(e) Name the memory process that makes the audience aware of adverts.

.....  
..... [1]

4 The levels of processing theory explains forgetting using the idea of deep processing.

Explain this theory of forgetting.

.....

.....

.....

.....

.....

.....

.....

.....

.....

[3]

SECTION B – DEVELOPMENTAL PSYCHOLOGY

**Attachment**

5 Complete the following passage on measuring attachment by filling in the gaps.

You must choose a different term for each gap from the list below.

[3]

**ambivalent      anxiety      avoidant      depression      protest**

Psychologists measure attachment using separation ..... and stranger .....

If an infant does not mind being separated from their caregiver, this means they are likely to have an insecure ..... attachment.

6 Outline the procedure of Hazen & Shaver’s (1987) study into the relationship between attachment types and adult relationships.

.....  
.....  
.....  
.....  
.....  
..... [3]

7 Explain **one** limitation of Hazen & Shaver’s study.

.....  
.....  
.....  
.....  
..... [3]

**Deprivation or Privation?**

Child X was 4 years old when he was taken into care. He had always lived with his mother up until this point. His mother, a single parent, said she could no longer cope with him. She ended up abandoning him by leaving him with neighbours for four weeks. The neighbours finally contacted social services when they realised that the mother was not coming back. The child is now displaying lots of behaviour problems.

Using the source:

- (a) Explain how a psychologist could decide whether Child X has suffered privation rather than deprivation.

.....  
.....  
.....  
.....  
.....  
..... [3]

- (b) Outline **one** other application of research into attachment.

.....  
.....  
.....  
.....  
..... [3]

SECTION C – SOCIAL PSYCHOLOGY

**Obedience**

9

**Who is guilty?**

Rebecca said she was a risk taker and that is why she does not mind breaking the rules. However, she also thought that she would get away with it. Now she has been caught, she is shifting the blame to people more senior than herself.

Using the source:

(a) Identify the phrase associated with *defiance*.

.....  
..... [1]

(b) Identify the phrase associated with *denial of responsibility*.

.....  
..... [1]

10 Describe Bickman’s (1974) field experiment into effects of uniform.

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

11 Describe **one** limitation of Bickman's field experiment.

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

12 Evaluate how well situational factors explain obedience.

.....  
.....  
.....  
.....  
.....  
..... [3]

13 Describe **one** real-life application of research into obedience.

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



SECTION D – INDIVIDUAL DIFFERENCES

**Atypical Behaviour**

14 Give a definition of atypical behaviour.

.....  
..... [1]

15 Complete the following table to name the phobia that matches the symptom of each patient. [2]

Phobia	Symptom
Arachnophobia	Patient X has an extreme fear reaction to spiders.
	Patient Y shows an irrational fear of heights.
	Patient Z has severe anxiety when having to meet new people.

16 Identify **two** limitations of Watson & Rayner’s (1920) experiment into phobias.

- They only tested three children.
- They used an artificial setting.
- They only induced a phobia of a snake.
- They caused distress during the study.

[2]

17 Describe **one** type of behaviour therapy used to treat phobias.

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..... [4]

18 Describe and evaluate the behaviourist theory of atypical behaviour, eg phobias.

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..... [6]

SECTION E – BIOLOGICAL PSYCHOLOGY

**Sex & Gender**

19 Identify whether the following statements are true or false.

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

TRUE

FALSE

TRUE

FALSE

(a) Sex is whether an individual is masculine or feminine.

TRUE

FALSE

[1]

(b) Androgyny refers to an individual who does not behave in a masculine nor a feminine way.

TRUE

FALSE

[1]

(c) Gender is fixed but sex can change.

TRUE

FALSE

[1]

20

**The Theo Complex**

Theo is five years old and shows little interest in doing things with his father. He is more interested in following his mother around, especially when she is getting undressed or changed. However, when his father is present, Theo tends to avoid him by going off and playing by himself.

Using the source, explain why the psychoanalytic theory would say that Theo is experiencing the Oedipus complex.

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

21 Describe the findings of Diamond & Sigmundson's (1997) study of the castrated boy raised as a girl.

.....

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..... [3]

22 Outline **one** limitation of Diamond & Sigmundson's findings.

.....

.....

.....

..... [2]



**ADDITIONAL PAGES**

If you use these lined pages to complete the answer to any question, the question number(s) must be clearly shown.

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