

**Monday 3 June 2013 – Morning**

**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 20 and 25 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 There are a number of stages of information processing.

Draw a line to match each stage with its correct example.

[4]

Stage	Example
Input	Sarah turned around to look at the person who was trying to steal her handbag.
Output	Sarah had an image of the attacker in her mind.
Storage	Sarah made sure that she went over the attack so that the attacker’s face was held in her memory.
Retrieval	Sarah thought back to the details of the attack when the police officer interviewed her.
	Sarah described her attacker to the police artist.

2 The multi-store model states that there are **three** stores in memory.

(a) Name the store that data enters first.

..... [1]

(b) Name the store that has an unlimited capacity.

..... [1]

3 Describe how decay can lead to forgetting.

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..... [3]

4 Describe the procedure used in Terry's (2005) experiment into the serial position effect.

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..... [3]

**Language Learning**

Tess has a list of 20 words to learn for a language test. She is worried about how she will remember the words.

(a) Identify **one** example of a memory aid Tess could use to help her remember the words.

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

(b) Explain how this memory aid would help Tess remember the 20 words.

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

## SECTION B – Individual Differences

**Atypical Behaviour**

- 6 (a) William has an extreme fear of going to school.

Name the phobia that William should be diagnosed with.

..... [1]

- (b) Kate has an irrational fear of speaking in public.

Name the phobia that Kate should be diagnosed with.

..... [1]

- 7 Watson & Rayner (1920) carried out a study into phobias.

From the list below, identify **two** limitations of the study.

Show your answer by ticking the relevant boxes.

The setting lacked ecological validity.

The sample was too small to generalise from.

The findings only focussed on female behaviour.

The participant behaved differently because he was being observed.

[2]

**The Case of Adam**

Adam has suffered a phobia of feathers for many years. He knows it is to do with a bad experience that he had as a child when sitting on the beach. He was 3 years old at the time, and a seagull swooped down and stole his ice cream. The bird did not hurt him; it was the shock of the incident that actually scared him. The bird lost some feathers as it flew off with the ice cream; it is this that Adam associates with the fear.

Using the source:

(a) Identify the unconditioned stimulus.

..... [1]

(b) Identify the unconditioned response.

..... [1]

(c) Identify the conditioned stimulus.

..... [1]

(d) Identify the conditioned response.

..... [1]

9 Explain **one** type of behaviour therapy that could be used to treat Adam’s phobia of feathers.

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

10 Give **three** criticisms of the behaviourist theory of atypical behaviour (eg phobias).

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

2 .....  
.....  
..... [1]

3 .....  
.....  
..... [1]

SECTION C – Biological Psychology

**Sex & Gender**

11 (a) State what is meant by androgyny.

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

(b) Give **one** example of androgyny.

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

12 Outline what is meant by the Electra complex.

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

13 The biological theory is one explanation of gender development.

Complete the following passage on the biological theory by filling in the gaps.

You must choose a different term for each gap from the list below. [4]

**chromosomes   evolution   gonads   oestrogen   hormones**

The biological theory says that males and females have developed different gender roles through the process of ..... . This means that each sex has its own set of ..... at conception. This results in males producing more testosterone and females producing more ..... . Different levels of ..... have an effect on gender roles.



14 Explain **one** criticism of the way in which the biological theory explains gender development.

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..... [3]

15 Outline Diamond & Sigmundson’s (1997) case study into the role of biology in gender development.

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..... [4]

SECTION D – Developmental Psychology

**Attachment**

16 Psychologists have identified different attachment types shown by infants.

Draw a line to match each attachment type with its correct example.

[3]

**Attachment Type**

**Example**

Secure

Ella is a very contented infant. She does not like being left by her parents and is very pleased to see them when they return.

Insecure  
Ambivalent

Mohammed is an independent infant. He seems happy playing with his parents, or with strangers.

Shirley is easily upset by other infants and prefers to be around adults.

Insecure  
Avoidant

Rubin gets very distressed when his parents leave him with strangers. However, he is difficult with his parents when they try to comfort him on their return.

17 Hazen & Shaver (1987) carried out a study into attachment types.

Describe **one** limitation of Hazen & Shaver’s study.

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..... [3]

18 Briefly outline **one** way in which research into attachment has been used in real life.

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

19 Name the measure of attachment that involves introducing an infant to an unfamiliar person.

..... [1]

20 Describe **one** theory of attachment.

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..... [6]

SECTION E – Social Psychology

**Obedience**

21 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) Defiance is when a person refuses to obey an order.

TRUE	FALSE	[1]
------	-------	-----

(b) Denial of responsibility is when a person blames others for their own actions.

TRUE	FALSE	[1]
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22

**Situational Factors in Obedience**

Jirou thinks that he is obedient because of the country that he was raised in. He has been taught to avoid conflict by trying to agree with everyone else. This sometimes means that he follows orders that go against his own wishes. He does this because he thinks it is right to respect people in power.

Using the source:

(a) Identify the phrase that refers to authority.

..... [1]

(b) Identify the phrase that refers to consensus.

..... [1]

(c) Identify the phrase that refers to culture.

..... [1]

23 Outline **one** way in which research into obedience can be used to keep order in a real-life setting.

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..... [3]

24 Explain what is meant by the concept of an 'authoritarian personality'.

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..... [2]



**ADDITIONAL ANSWER SPACE**

If additional answer space is required, you should use the following lined page(s). The question number(s) must be clearly shown in the margins.

A large area of lined paper for writing answers. It features a vertical margin line on the left side and horizontal dotted lines for writing. The lines are evenly spaced and extend across the width of the page.

A large rectangular area for writing, bounded by a solid vertical line on the left and a solid horizontal line at the bottom. The interior is filled with horizontal dotted lines for writing.



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