

OXFORD CAMBRIDGE AND RSA EXAMINATIONS
GCSE

B542/01

PSYCHOLOGY

**Studies and Applications in
Psychology 2**

THURSDAY 4 JUNE 2015: Afternoon

**DURATION: 1 hour 15 minutes
plus your additional time allowance**

MODIFIED ENLARGED

Candidate forename		Candidate surname	
-------------------------------	--	------------------------------	--

Centre number						Candidate number				
--------------------------	--	--	--	--	--	-----------------------------	--	--	--	--

Candidates answer on the Question Paper.

OCR SUPPLIED MATERIALS:

None

OTHER MATERIALS REQUIRED:

None

READ INSTRUCTIONS OVERLEAF

INSTRUCTIONS TO CANDIDATES

Write your name, centre number and candidate number in the boxes on the first page. 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.

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.

The quality of your written communication will be taken into account in marking your answers to the questions marked with an asterisk (*).

Any blank pages are indicated.

BLANK PAGE

BLANK PAGE

Answer ALL questions.

SECTION A – Cognitive Psychology

PERCEPTION

- 1 From the list below, identify TWO types of constancy in perception.**

Show your answer by ticking the relevant boxes.

code constancy

☐

colour constancy

☐

shape constancy

☐

short constancy

☐

[2]

A First Date

Max was going on a first date with Suzi whom he knew from work. He was waiting for her on a busy train platform. Max kept mistaking other people for Suzi because he was expecting her to be there. In the end, she turned up 20 minutes late. By this stage, Max was so excited to see Suzi that she looked more attractive than normal.

Using the source:

Identify the TWO examples that show the effect of perceptual set.

1 _____

2 _____

[2]

3 (a) Identify ONE psychological technique used in advertising.

[1]

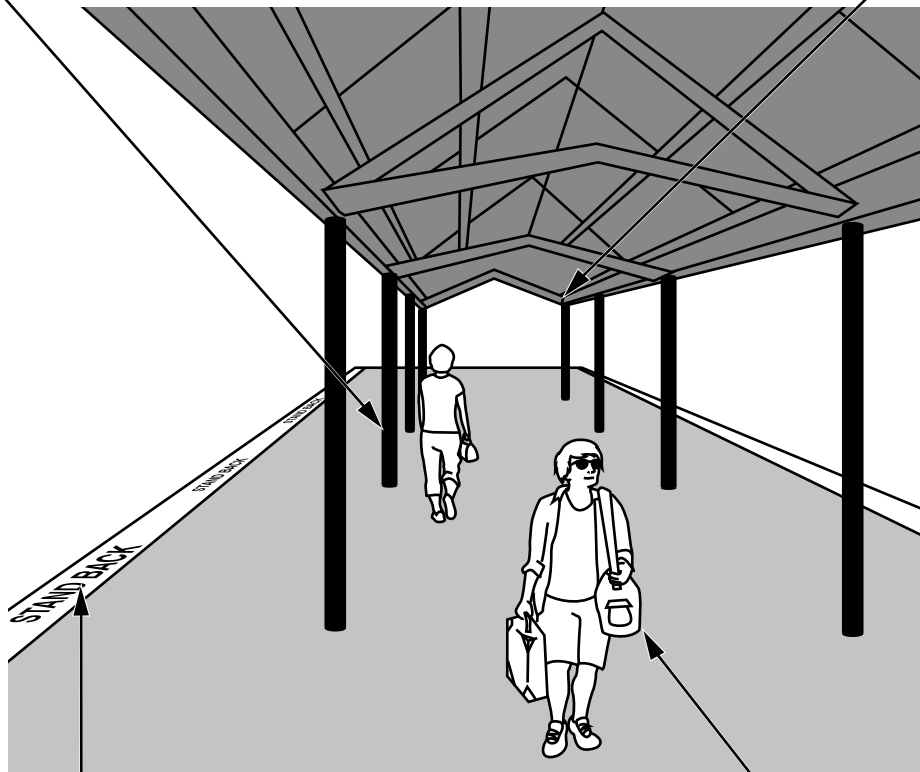
(b) Outline how this technique can be used to influence an audience's perception of a product.

[2]

4 Look at the following picture where the depth cues have been labelled.

Label 1 – The bases of the posts that are further away are higher in the picture.

Label 3 – Parallel edges of the shelter converge into the distance.



Label 2 – The writing on the platform is clearer when it is nearer.

Label 4 – People at the front appear bigger than those in the distance.

(a) Name the depth cue that is being described in Label 1.

_____ [1]

(b) Name the depth cue that is being described in Label 2.

_____ [1]

(c) Name the depth cue that is being described in Label 3.

_____ [1]

(d) Name the depth cue that is being described in Label 4.

_____ [1]

5 Explain ways in which some psychologists criticise the constructivist theory of perception.

[4]

SECTION B – Developmental Psychology

COGNITIVE DEVELOPMENT

6

Piaget's Stages

Piaget believed that children's minds develop in the same way all over the world. He said a child's mind develops in stages which are fixed by age. The first stage lasts from birth to two years and the fourth stage occurs at eleven years onwards.

Using the source:

- (a) Identify the phrase that refers to the idea of 'universal' stages.**

_____ **[1]**

- (b) Identify the phrase that refers to the idea of 'invariant' stages.**

_____ **[1]**

7 Piaget's theory of cognitive development includes:

universal stages

invariant stages

Choose ONE of these features and outline ONE criticism of it.

Feature: _____

Criticism: _____

_____ [2]

8 Outline the following stages of cognitive development:

(a) Sensori-motor stage;

[2]

(b) Formal operational stage.

[2]

9 Piaget's theory is just one explanation of cognitive development.

Outline ONE OTHER explanation of cognitive development.

[3]

10 Piaget (1952) carried out an experiment using rows of counters.

Complete the passage on Piaget's study by filling in the gaps.

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

conservation

decentration

reversibility

concrete

formal

pre

Piaget tested the _____ of number

by using rows of counters. When he stretched out a

row of counters, children in the _____

operational stage thought there were more

counters in the row. However, children in the

_____ operational stage knew that the

properties of the row could not change.

[3]

11 Give ONE limitation of Piaget's experiment where he used rows of counters.

[1]

SECTION C – Social Psychology

NON-VERBAL COMMUNICATION

12 Explain how evolutionary theory relates survival to non-verbal communication.

[2]

13 Social learning theory is one explanation of non-verbal communication.

Draw a line to match each social learning term with its correct definition.

TERM	DEFINITION
Imitation	To watch how a role model is behaving.
Reinforcement	To copy the behaviour of a role model.
Punishment	To receive a negative outcome following a behaviour.
	To strengthen a behaviour through reward.

[3]

14 Outline ONE example of a cultural variation in non-verbal communication.

[2]

15 Yuki et al (2007) carried out a study into how facial expressions were interpreted.

Describe TWO limitations of Yuki et al's findings.

1

2

[4]

16 Explain how research into non-verbal communication can be applied in real-life settings.

[4]

SECTION D – Biological Psychology

CRIMINAL BEHAVIOUR

17 Some psychologists suggest that one facial feature associated with criminals is a low forehead.

Give TWO OTHER facial features which have been associated with criminals.

1 _____

2 _____

[2]

18 Explain ONE difficulty of measuring crime.

_____ **[3]**

19 Describe how criminal behaviour is explained by brain dysfunction.

[4]

[illegible]

BLANK PAGE

SECTION E – Individual Differences

THE SELF

- 21 Van Houtte & Jarvis (1995) used an interview to compare the self esteem of pet owners and non-pet owners.**

Outline other features of the procedure used in this study.

[3]

22 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) Van Houtte & Jarvis' sample did not represent a wide age range.

TRUE

FALSE

[1]

(b) Van Houtte & Jarvis' findings cannot be generalised to other cultures.

TRUE

FALSE

[1]

(c) Van Houtte & Jarvis only interviewed females.

TRUE

FALSE

[1]

23 Explain ONE way in which counselling can be used to help an individual with low self esteem.

[4]

[10]

[illegible]

END OF QUESTION PAPER

ADDITIONAL ANSWER SPACE

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

[illegible]

BLANK PAGE

BLANK PAGE

BLANK PAGE

Copyright Information

OCR is committed to seeking permission to reproduce all third-party content that it uses in its assessment materials. OCR has attempted to identify and contact all copyright holders whose work is used in this paper. To avoid the issue of disclosure of answer-related information to candidates, all copyright acknowledgements are reproduced in the OCR Copyright Acknowledgements Booklet. This is produced for each series of examinations and is freely available to download from our public website (www.ocr.org.uk) after the live examination series.

If OCR has unwittingly failed to correctly acknowledge or clear any third-party content in this assessment material, OCR will be happy to correct its mistake at the earliest possible opportunity.

For queries or further information please contact the Copyright Team, First Floor, 9 Hills Road, Cambridge CB2 1GE.

OCR is part of the Cambridge Assessment Group; Cambridge Assessment is the brand name of University of Cambridge Local Examinations Syndicate (UCLES), which is itself a department of the University of Cambridge.

