

The LNM Institute of Information Technology
Department: Humanities and Social Sciences
Psychology, Technology, and Society (HSS203)
Exam Type: Mid Term

Time: 90 minutes

Date: Feb 26, 2020

Max. Marks: 25

Instructions: Kindly, attempt the questions in a sequential manner. Attempt all the questions of one section before moving to another section.

Section A

1. Explain emotional hygiene. (1)
2. Define Schema. (1)
3. Describe the basic assumptions of rational decision making model. (1)
4. Explain selective and divided attention with real life examples. (1)
5. What is ethical neutrality in scientific exploration? (1)

Section B

6. Analyze the differences between the process of Assimilation and Accommodation in Schema formation, with the help of example/s from relevant social issues. (1+1)
7. Critically analyze the ways in which psychology differs from false sciences with the help of suitable example (1+1)
8. Discuss the implication of classical conditioning and outline all the components of classical conditioning in the same example? (1+1)

Section C

9. Describe the basic components of Motivation? Critically analyze the organizational implications of Maslow's Hierarchy of Needs. (1+2)
10. Explain Information Processing Model of Memory (Atkinson & Shiffrin, 1968). Analyze the sources of error in different stages of memory in the context of eyewitness testimony. (1.5+1.5)
11. "There's a hidden goal driving the direction of all of the technology we use, and that goal is the race for our attention." Justify the relevance of this statement by analyzing different persuasive techniques used by tech companies as explained by Tristan Harris? (2+1)

Section D

12. Differentiate between different structures of personality as proposed by Freud? What will happen if Ego is unable to cope with the demands of one's desire and moral standards? What coping strategies ego will adopt to deal with this? Explain using suitable examples. (1+1.5+1.5)