

**Southern River College**

**PSYCHOLOGY 2021 Task 9**

**Research Methods, Social Psychology,**

**Culture and Values**

Student Name \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Time allowed for this paper

Working time for paper: *60 mins* **62 marks** *5% of course*

* 1. What is wrong with this example of operational hypotheses?

“A study has been proposed for secondary and university school students to understand the attitudes a student has towards WACE exams through a self-report measure”

Not testable, does not predict or make an assumption

(2 marks)

* 1. Write a correct operational hypothesis!

Students who have become university students, they will hold more positive attitudes to WACE exams compared to secondary students.

(2 marks)

1. Match the terms from the list with their definitions by writing each term in the correct table cell.

Data Population Sample Statistic Sample Population parameter

|  |  |
| --- | --- |
| Term | Definition |
| Population | Collection of all subjects of interest |
| Sample statistic | Numerical characteristic of a population (e.g. average height) |
| Sample | Subset of the population used to make inferences about the characteristics of the population |
| Data | Values measured or recoded for the sample |
| Population parameter | Numerical characteristics of the sample data, such as the mean or variance. |

(5 marks)

1. A group of psychology students decided to investigate possible reasons for unhealthy behaviours: they chose to focus on smoking. They designed a questionnaire and gave it to other students at their university.

The following is an extract from their questionnaire:

*“Please circle the most appropriate answer.*

*1. Age: Under 18 / 18-25 / 26 and above*

*2. Sex: Male / Female*

*If you smoke, please answer the following questions. If you do not smoke, please go to question 6.*

*3. Do you smoke? Rarely / Sometimes / Often*

*4. Why did you start smoking?*

*5. Have you ever tried to stop smoking and, if so, why did you fail?*

*6. Explain why smoking is so dangerous to health.”*

* 1. Identify one question in the extract that would give quantitative data.

Question 1, 2, 3

* 1. Identify one question in the extract that would give qualitative data.

Question 4, 5, 6

* 1. Outline one strength of using a questionnaire.

Lots of information can be gathered quickly and cheaply

* 1. Outline one limitation of using a questionnaire.

Relying on the honesty of people answering

(4 marks)

1. Explain the three ways in which self-concept can be measured.

Self-Image - The view you have of yourself.

Self Esteem - the extent to which we like accept or approve of ourselves or how much we value ourselves.

Ideal Self - Who you think you should be, based on the expectations of others

(6 marks)

1. Stereotypes are a form of social categorisation. Define ‘social categorisation and state one way in which it may be helpful.

Stereotypes can be helpful when they portray a favourable **belief held about a social group**. Common examples of positive stereotypes are Asians with better math ability, African Americans with greater athletic ability, and women with being warmer and more communal.

(2 marks)

1. Social Psychology is concerned with an individual’s behaviour within groups. Outline your understandings of what psychological research has been done on group behaviour.

The study of group behaviour is important. Individual and group behaviour differs from each other (1)Studies show some groups perform well from the perspective of efficiency, equity and well-being, while others perform poorly (1). Research has identified the main causes for these different outcomes (1) developing a preliminary analysis of modes of group behaviour, and influences on them (1)

(4 marks)

1. What is deindividuation and when is it most likely to occur?

Deindividuation can be defined as abandoning the usual restraints of an individual to join in with group behaviour. This leads people to behave in accordance with accessible group norms. The presence of others leads to heightened arousal and it can also lead to a diminished sense of responsibility. The result can be immature and negative behaviour

(3 marks)

1. Define the term ‘attitude’ as it is used in Psychology.   
   An attitude is an evaluation a person makes about an object, person, group, event or issue (1 mark) that is relatively consistent and lasting

(2 marks)

1. Describe one way in which attitudes can be measured. Identify one advantage and one limitation of using this method.

Likert Scale -(1 mark) ADVANTAGE – A quantitative measure that can be analysed statistically (1 mark) DISADVANTAGE – people can lie due to social desirability bias OR doesn’t explain why the people have that attitude. (1 mark)

Interview (1 mark). ADVANTAGE: Participants are able to explain why they hold these attitudes, as well as describing the strength of the attitude (1 mark). DISADVANTAGE: Cannot be statistically analysed / harder to make comparisons. (1 mark)

Implicit Association Test (1 mark) Can measure unconscious bias towards groups of people (1 mark) DISADVANTAGE: doesn’t explain why the people has that attitude.

(6 marks)

1. Describe the tripartite model of attitudes

The tripartite model of attitudes, represented by a triangle, defines attitude. The triangle has three components: **an affective component (feelings), a behavioural component (the effect of the attitude on behaviour), and a cognitive component (belief and knowledge)**

(3 marks)

1. Six young employees at the local cinema complex were required to work together to clean six theatres after a session in preparation for the next session. Some worked, while some stood around and chatted. Using your psychological understanding of social loafing, describe three strategies that could be used to reduce the social loafing in the group.

* if the task to be completed by the group is made interesting
* when members are highly motivated
* when individual contributions are essential for success
* if individual performances are monitored
* if individuals identify strongly with the group

(6 marks)

* 1. Name two (2) theorists of social psychology.

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(2 marks)

* 1. Name and describe the social psychology theory developed by one of the theorists named above.

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(3 mark)

1. Evaluate the contribution to psychology of the theory that you have described above.

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(3 marks)

* 1. Use an example to explain the difference between prejudice and discrimination
* Prejudice is an attitude someone has towards a group (1 mark) whereas discrimination is the behavioural component of that attitude (1 mark)
* EXAMPLE (1 mark)

(3 marks)

* 1. Refer to the processes associated with Social Identity Theory to explain prejudicial attitudes and discrimination.

Social Categorisation - Categorising people in groups based on shared characteristics (1 mark)

EXAMPLE (1 MARK)

Social Identification - Individuals adopt the identity of the group they belong to and act in accordance with its social norms.

EXAMPLE (1 MARK)

Social Comparison - Individuals compare their group (the in-group) favourably to other groups (the-out group) in order to boost self-esteem (satisfied social identity)

EXAMPLE RELATED TO DISCRIMINATION (1 MARK)

(6 marks)

**END OF TEST**