

Section Three: Extended answer

25% (62 Marks)

This section contains **two (2)** questions. You must answer **both** questions.

Pages are included at the end of Question 13 for planning and writing your answers.

- Planning: If you use a page for planning, indicate this clearly at the top of the page.
- Answering the question: In the pages provided indicate clearly the number of the question you are answering.
- You should refer to relevant psychological concepts, theories and research in your answer.

Suggested working time: 60 minutes.

Question 12**(32 marks)**

You work for an advertising company that has been contracted by the Department of Health to develop a television advertisement promoting better drinking habits among young adults. Your task is to design the advertisement and then to present your ideas to a panel of managers from the Department.

Explain, using examples, the factors that you would consider when designing your advertisement. Refer to the following aspects of persuasive communication and support your response with psychological evidence:

- source of the message
- nature of the communication
- characteristics of the audience.

Referring to Robinson's social skills, describe **three** factors that you should consider in order to make a good impression when you are presenting your advertisement to the panel.

Question 13**(30 marks)**

'The Freudians' are a group of psychology students led by Elena, who meet once a week after school to study and socialise together. Max, another psychology student, decides to start up a second psychology club. He makes a bet with Elena that his club will have more members and be more popular than her club.

Name and describe the factors that contribute to a 'Sense of Community' in a social group according to the McMillan-Chavis Model. For each factor, suggest strategies that Max could use to try to attract members to his new club. Include examples of psychological evidence to support your response.

End of questions

Section Three: Extended answer**25% (49 Marks)**

This section contains **two (2)** questions. You must answer **both** questions.

Pages are included at the end of Question 12 for planning and writing your answers.

- Planning: If you use a page for planning, indicate this clearly at the top of the page.
- Answering the question: In the pages provided indicate clearly the number of the question you are answering.
- You should refer to relevant psychological concepts, theories and research in your answer.

Suggested working time: 60 minutes.

Question 11**(26 marks)**

Psychologists have researched and theorised about the influence that biological factors and the environment have on the development of intelligence and language.

Describe what twin and adoption studies reveal about the nature and nurture debate in relation to the development of intelligence (as measured by IQ). In your response you should

- describe examples of biological and environmental factors that can influence the development of intelligence
- describe how twin and adoption studies are carried out
- describe results that have been found
- describe conclusions that have been drawn from the results.

Discuss the conclusions that have been made about whether language is innate or learned with reference to **two** theories. In your response you should

- name the theorists and their theories
- describe each theory and the evidence that is used to support it.

Question 12**(23 marks)**

Mrs Mikopolous's Year 12 Psychology class has decided to raise money to donate to the local animal shelter. There are 24 students in the class. The class will be divided into groups and each group has to develop a plan for a fundraising activity. Mrs Mikopolous will select the best plan for the whole class to carry out.

Discuss what Mrs Mikopolous needs to consider when organising the class into groups so that they are most productive. Your response should refer to

- brainstorming
- cooperation or competition
- examples of psychological evidence to support your points.

Discuss how the groups' productivity might be reduced and describe what could be done to avoid this. Your response should refer to social loafing and deindividuation. Provide examples and justify your responses by referring to evidence from social psychology.

End of questions

Section Three: Extended answer

25% (40 Marks)

This section contains **two (2)** questions. You must answer **both** questions.

Pages are included at the end of Question 10 for planning and writing your answers.

- Planning: If you use a page for planning, indicate this clearly at the top of the page.
- Answering the question: In the pages provided indicate clearly the number of the question you are answering.
- You should refer to relevant psychological concepts, theories and research in your answer.

Suggested working time: 60 minutes.

Question 9

(20 marks)

You are a psychologist who has been asked to design a program to promote the psychological wellbeing of young people. After reading the psychological evidence you decide that the program will be based on exercise and will be called 'Healthy body, healthy mind'. You must now write about the psychological evidence that shows that exercise is not only good for the body but also good for the mind, in order to convince your manager to provide the funding for the program.

In your answer you should

- provide an introduction that gives an overview of why the program will be based on exercise.
- give **three** specific examples of the benefits of exercise on psychological wellbeing.
- refer to psychological evidence relevant to each example.

Question 10

(20 marks)

"As citizens of the twentieth century, we have witnessed more change in our daily existence and in our environment than anyone else who ever walked the planet." (Cascio, 1995, p. 928)

Discuss, using **three** detailed examples, how the development of technology has led to social changes. In your answer, focus on either changes in the family **or** changes in the workforce.

In your answer you should

- provide an introduction that gives an overview of the development of technology and its impact on society.
- choose one technology and give **three** specific examples of how it has influenced either the family **or** the workforce.
- refer to psychological evidence relevant to each example.

End of questions

Section Three: Extended answer

30% (56 Marks)

This section contains **two (2)** questions. You must answer **both** questions.

Pages are included at the end of the two questions for planning and writing your answers.

- Planning: If you use a page for planning, indicate this clearly at the top of the page.
- Answering the question: In the pages provided indicate clearly the number of the question you are answering.

Suggested working time: 60 minutes.

Question 8**(28 marks)**

Discuss the factors that contribute to a Psychological Sense of Community in a social group.

In constructing your extended response, you should:

- define Psychological Sense of Community
- identify and describe the four elements of the McMillan Chavis (1986) Model
- include examples of psychological evidence related to this model
- apply your knowledge of the model by referring to examples related to a specific type of social group (for example, a classroom, school, sporting team, club, online chat site).

Question 9**(28 marks)**

Apply your psychological understandings of **two (2)** theories of personality to explain the behaviour and characteristics of the person in the following scenario.

In constructing your extended response, you should:

- define 'personality'
- describe each of the **two (2)** theories and name key theorists
- relate each theory to Kate's behaviour and characteristics
- outline the contributions and limitations of each personality theory.

Kate is a 20 year old woman. Her friends describe her as kind, caring, and loyal. Kate's hobbies are reading and watching movies. She would prefer to go out for dinner with her friends than to a big party. For as long as she can remember, Kate has wanted to be a psychologist and to help people with disabilities. Kate is studying psychology at university. She works very hard at her studies, attends all of her classes, and submits all of her assignments on time because she wants to make a good impression on her teachers and achieve high results. Kate has a part-time job as a sales assistant in a department store and does volunteer work to help families of children with autism. Kate has a very close, loving relationship with her parents and younger sisters. Kate lives at home with her family and is not expected to contribute money to the household expenses.

End of questions