



ATAR Psychology

Attitudes and Stereotypes Short Answer II

Name: _____

Supervisor: _____

Instructions -

Time allowed -

- Attempt all questions
 - Answer questions clearly and concisely on the space provided
 - Ensure handwriting is legible
 - If you need more space for a response, use the additional pages at the back of this book.
- Perusal time — 5 minutes
 - Working time — 75 minutes

QUESTION 1 (12 marks)

Amina is a woman of African descent. At her workplace, she is the only person of colour. One of her colleagues- Carol, frequently makes comments such as “the tribal dancer” or “the KFC girl”.

a) Distinguish between prejudice and discrimination (4)

b) Describe an advantage and disadvantage of stereotyping (2)

Do not write outside this box



c) Describe how stereotyping can lead to discrimination (1)

d) Identify two ways to reduce racism between Amina and Carol (2)

e) Using social identity theory, explain how Anna's position as the only person of color in her department might affect her sense of belonging. (3)

QUESTION 2 (7 marks)

a) Using an example of each, compare dispositional and situational attributions (4)

b) Explain what is fundamental attribution error (3)

Do not write outside this box



QUESTION 3 (7 marks)

Van der Meer et al. (2020) recruited participants with strong views on certain social issues to view eight headlines relevant to those issues. The headlines came from media outlets with different political orientations. Participants were asked to rate the likelihood that they would read each article. The study found that participants more often rated articles consistent with their views as ‘highly likely to read’.

- a) Describe a source of cognitive dissonance from this study. (3)

- b) Identify and explain two ways which the referenced cognitive dissonance can be reduced. (4)

QUESTION 4 (10 marks)

Alex has always wanted to go skydiving. He is fascinated by the idea of freefalling from the sky, but he is also terrified of heights. His friends invite him to go on a Skydiving trip, but he avoids the opportunity because he is afraid that he will get hurt.

Briefly describe the three components of the ABC model of attitudes and relate them to Alex's scenario

a) Affective: (2)

b) Behavioural: (2)

c) Cognitive: (2)

Do not write outside this box

Alex's friends pressured Alex to go skydiving, and despite his initial hesitation, he found it exhilarating and enjoyed his experience.

- d) Describe how peer pressure from Alex's friends influenced his attitude towards heights (4)

QUESTION 5 (6 marks)

- a) Outline the three processes involved in social identity theory according to Tajfel and Turner (1979). (4)

Do not write outside this box



- b) Explain what is meant by “Ethnocentrism” (2)

QUESTION 6 (9 marks)

Leon Festinger and James Carlsmith conducted a study on cognitive dissonance investigating the cognitive consequences of forced compliance.

Participants were asked to perform a series of dull, repetitive tasks. Afterwards, the participants were offered either \$1 or \$20 to convince another participant (actually a confederate) that the tasks were interesting and enjoyable.

- a) Identify the year in which the study took place (1)

- b) Outline the key findings from the experiment, highlighting the differences between the \$1 and \$20 conditions. (3)

Do not write outside this box

- c) Explain how participants' attitudes and feelings towards the dull task changed during the study. (2)

- d) Using the ABC model of attitudes (Affective, Behavioural, Cognitive), explain how the participants who lied about the task being enjoyable rationalized their behaviour after being paid either \$1 or \$20. (3)

End

Clearly indicate the question number you are responding to.

[illegible]

9 / 10

Clearly indicate the question number you are responding to.

[illegible]

10 / 10