Name:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ \_\_\_\_/33

**Unit 1 & 2 Psychology**

**Test 2**

1. (a) What is a ‘social identity’?

|  |
| --- |
| A sense of who a person is based on group membership – or a group they identify with |
|  |

(1 mark)

(b) An individual may have multiple 'social identities'. Explain why.

|  |
| --- |
| An individual may see themselves as a member of multiple groups |
|  |

(1 mark)

1. Explain how values and attitudes differ.

|  |
| --- |
| Values are things/concepts that are important to an individual (1) |
|  |
| Attitudes are evaluations of something (1) , formed from values (1) |
|  |
|  |

(2 marks)

1. A major client wants your advertising company to come up with a new slogan. You ask your team of nine advertising experts to brainstorm ideas.
2. What are **two** (2) things you should do (or consider) in order to get the best results?
3. Explain your rationale for each.

|  |
| --- |
| 1. Break into smaller groups – less chance for people to ‘hide’ – more pressure to contribute |
| (1) (1) |
|  |
| 2. Assign roles – increases accountability |
| Group based on similarity – people feel more comfortable sharing idea with similar people-increases cooperation |
| Promote competition between groups – incentivized to beat the other group |
| *(anything reasonable – with justification)* |

(4 marks)

1. (a) What is deindividuation?

|  |
| --- |
| A loss of **self-awareness** (or anonymity) (1)  when in a group/crowd (1),  when a person follows **group norms** (1) |
| Leading to behaviours a person wouldn’t normally exhibit (1) (reduce inhibition) |
| *Any 3 responses* |

(3 marks)

(b) What are **two** (2) separate factors that would reduce the likelihood of deindividuation? Also explain why these factors would have this effect.

|  |
| --- |
| 1. Easily identifiable (1) – less anonymity and therefore more likely to be held to account/punished (1) |
|  |
|  |
|  |
| 2. Smaller group (1) - |
|  |
|  |
| *Explaining ‘why’ will probably generate the same response for both factors – hence only 1 mark for ‘explaining why’* |
|  |

(3 marks)

1. Sam has recently joined a group, which aims to close down zoos. He believes that animals in zoos suffer distress because their freedom is restricted when they are kept in cages. When he sees pictures of caged animals, he feels upset and angry.

Name the **three** components of attitudes and illustrate each one with a statement from the description above.

|  |
| --- |
| Affective = “feels upset and angry” |
|  |
| Behavioural = “Joined a group” |
|  |
| Cognitive = “believe they are distress’ etc |
|  |
|  |

(6 marks)

1. Classify the statements below as being characteristic of individualist or collectivist cultures, by writing an ‘I’ or a ‘C’ in the space provided.

|  |  |
| --- | --- |
| **Statement** | **C or I** |
| I take great pride in accomplishing what no one else can accomplish | I |
| I like my privacy | I |
| To understand me, you must see me with members of my group | C |
| I know my weaknesses and strengths | I |
| Relationships are more important than the completion of a task | C |
| How I behave depends on who I am with, where I am, or both | C |

(3 marks)

1. (a) What type of competition would collectivist cultures be unlikely to engage in? Explain why.

|  |
| --- |
| Within-group/in-group/intra-group (1) |
|  |
| They value working together above individual success (1) *(or something similar) – (pay this mark – even if they get the ‘type of competition’ wrong)* |
|  |

(2 marks)

(b) What is a 'superordinate goal'?

|  |
| --- |
| A goal that 2 groups want (1) – but must work together to achieve (1). They are unable to attain the goal by not joining forces. |
|  |
| *(must state “cooperation* ***b/n******two groups****” ….”a group must cooperate” is wrong)* |

(2 marks)

1. Differentiate between a stereotype, prejudice and discrimination?

|  |
| --- |
| A stereotype is an unrealistic **generalization** about a group of people *(not enough to say “belief”)* |
|  |
| Prejudice is a **negative attitude** towards a group of people *(must use “attitude” – not “feeling/emotion”)* |
| Discrimination a **behaviour** based on prejudice |
|  |

(3 marks)

1. Describe **two** (2) ways in which prejudice can be reduced or prevented.

|  |
| --- |
| 1. Contact hypothesis |
|  |
| 2. Education |
|  |
| *Do not accept “keep an open mind”.* |
| *Do not accept idealistic answers. They must be based on information we have given them* |

(2 marks)