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

**Unit 1 & 2 Psychology**

**Test 2**

1. (a) What is a ‘social identity’?

|  |
| --- |
|  |
|  |

(1 mark)

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

|  |
| --- |
|  |
|  |

(1 mark)

1. When participating in a healthy lifestyle, sports players may become part of a team or group that could suffer from the effects of social loafing.

What are **two** (2) things the coach could do to prevent it?

|  |
| --- |
| 1. |
|  |
| 2. |
|  |

(2 marks)

1. Explain how values and attitudes differ.

|  |
| --- |
|  |
|  |
|  |
|  |
|  |

(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. |
|  |
|  |
|  |
| 2. |
|  |
|  |
|  |

(4 marks)

1. (a) What is deindividuation?

|  |
| --- |
|  |
|  |
|  |

(1 mark)

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

|  |
| --- |
| 1. |
|  |
|  |
|  |
|  |
| 2. |
|  |
|  |
|  |
|  |

(4 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.

|  |
| --- |
|  |
|  |
|  |
|  |
|  |
|  |
|  |
|  |
|  |
|  |

(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 like my privacy |  |
| To understand me, you must see me with members of my group |  |
| I know my weaknesses and strengths |  |
| Relationships are more important than the completion of a task |  |
| How I behave depends on who I am with, where I am, or both |  |

(3 marks)

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

|  |
| --- |
|  |
|  |
|  |
|  |

(2 marks)

(b) What is a 'superordinate goal'?

|  |
| --- |
|  |
|  |
|  |

(2 marks)

1. Differentiate between a stereotype, prejudice and discrimination?

|  |
| --- |
|  |
|  |
|  |
|  |
|  |

(3 marks)

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

|  |
| --- |
|  |
|  |
|  |
|  |
|  |
|  |

(2 marks)