**Year 12 ATAR Psychology**

**TASK: Social Psychology validation (70% of task)**

You will be provided with one questions where you will be required to demonstrate your understanding of the social psychology theories studied throughout the unit.

**2 minutes reading time. 33 minutes to complete this task. 35 minutes total.**

**Question 1 – (32 marks)**

Matt is 29 years old, brought up in a wealthy family, he went to the best school in Perth and works as an Engineer now. He has recently quit his job at BHP as he wants to work more in renewable energies and hates how using fossil fuels is destroying the planet. Instead he now works at his Uncles renewable energies company, where quite quickly he is up for promotion. This has rubbed a couple of his new colleagues up the wrong way. One of his colleagues Fatima has been at the company for 5 years and was the obvious choice for promotion before Matt joined a few months ago. Fatima moved to Perth 4 years ago from Afghanistan after her family and family friends pooled their money together to send her to Australia so that she could further her career. She is frustrated that Matt has “swooped in” and will take the promotion even though he isn’t as experienced or as senior as she is. When going out for lunch with colleagues, she mentions some of the things that annoy her about Matt, like how he “always re-words what she said and takes the credit” or “leaves the staff kitchen a mess”. Her work colleagues all agree and the comments start getting worse such as “he never does his fair share on projects and gets all the credit” or “he is only getting promoted as he is related to the boss”.

Although not getting the promotion is stressful for Fatima, she bounces back from not getting the promotion and rationalises to herself that this is what is “best for everyone at the company”, seeks feedback from her boss to find out what she would need to do to be promoted next time. Matt see’s the promotion as completely fair as he works hard and has good experience in other companies and hopes his colleagues will warm up to him.

Explain the psychological processes that have influenced Matt and Fatima’s thoughts, emotions and behaviour.

In your answer you should include:

* Define Cognitive Dissonance, explain where it can be seen in the scenario
* Explain how the cognitive dissonance was overcome in the scenario and identify another alternate way in which cognitive dissonance can be resolved
* Identify the concept that explains the changing group opinion on Matt
* Outline two theories that explain why opinions about Matt became more and more negative
* Referring to the relevant theorist outline attribution theory
* Explains two variables in Kelly’s covariant model and apply this to Fatima’s attributions on Matt’s promotion
* Identifies an attribution error in the scenario and explain how culture may contribute to these errors
* Outline the method and findings of ONE piece of relevant research
* Evaluate the usefulness of this research in helping understand this scenario

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| **Cognitive Dissonance** | **4** |
| Defines Cognitive Dissonance  “the state of having inconsistent thoughts, beliefs, or attitudes, especially as relating to behavioural decisions and attitude change.” | 1 |
| Explains the cause of Matt’s dissonance  **Identifies** that dissonance has occurred for Matt due to the importance attached to belief.  **Explains** that dissonance is greatest when the cognition is something the person feels strongly about or is more personal.  **‘Applies’** Matt feels strongly about environmental issues | 1  1  1 |
| **Explain how Matt overcame cognitive dissonance** | **4** |
| **Identifies Matt “changed his behaviour”**  **Explains** This is where the individual changes one of the conflicting cognitions so that there is no internal conflict  **Applies** Matt changed his job so that he worked for a company that did not go against his ethical principles or caring for the environment | 1  1  1 |
| **Identifies** an alternate way of reducing cognitive dissonance:  Adding more supportive beliefs that outweigh dissonant beliefs  OR  Adding more supportive beliefs that outweigh dissonant beliefs. | 1 |
| **Group Polarisation** | **7** |
| Identifies Group polarisation | 1 |
| **1 for Identifying, 1 for defining, 1 for applying x 2**  **‘Identifies’ Persuasive arguments theory**  ‘defines’ people change their mind as a result of the *rational* arguments presented by others.  ‘applies’ to scenario  **‘Identifies’ Social Comparison theory**  ‘defines’ people change their mind to conform with group norms, especially when those norms are socially desirable.  ‘applies’ to scenario  **‘Identifies’ Self-Categorization theory**  ‘defines’ individuals identify with a particular group and conform to a prototypical group position.  ‘applies’ to scenario | 6 |
| **Attribution theory** | **3** |
| Heider – Attribution theory is the theory that is concerned with how ordinary people explain the causes of behaviour and events.  We either make internal attributions which are where we believe the behaviour is due to the persons character or situational attributions where we attribute the behaviour to the external circumstances. | 1  2 |
| **Kelly’s covariant model and apply this to Fatima’s attributions on Matt’s promotion** | **6** |
| **Identifies**: Consensus  **Defines**: this factor compares the behaviour being evaluated to the behaviour of others  **Applies**: Fatima compares Matts work to her own and others and does not see it as of better quality  **Identifies:** Consistency  **Defines:** Does the person usually behave like this  **Applies:** Fatima see’s Matt as a privileged / entitled (leaving dishes around, stealing her contributions in meetings) and thus getting what he wants rather than what he deserves is not anything new  **Identifies** Distinctiveness  **Defines:** Is the behaviour different from the persons behaviour in other situations  **Applies:** Fatima would not have much knowledge of Matts previous promotions to use in this model | 1  1  1 |
| **Attribution errors and culture** | **2** |
| Matt – Self-serving bias  People from individualistic cultures often attribute success to internal attributions  Fatima – fundamental attribution error  People often attribute other people behaviours to internal attributions with more weight than situational | 1  1 |
| **Use of psychological evidence** | **5** |
| One piece of research is outlined using APPRC  e.g Festinger and Carlsmith or Bishop and Myers | 3 |
| One piece of research is evaluated, strength (1) and weakness (1) | 2 |
| **Quality of extended response** | **3** |
| Well-structured with consistent use of appropriate psychological language and correct spelling, grammar and punctuation throughout. | 3 |
| Satisfactory structure and everyday language with adequate spelling, grammar, and punctuation. | 2 |
| Poor structure with colloquial language and/or poor English expression and/or many spelling/grammar/punctuation errors throughout | 1 |
| TOTAL | 34 |