

**PSYCHOLOGY**

**ATAR YEAR 12**

**UNITS 3 & 4**

**2021**

**Marking Guide**

Section One: Research Methods 20% (37 marks)

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Question 1 (20 marks)

(a) Identify and summarise four types of non-experimental research that Eliana could undertake for her PhD study. (8 marks)

|  |  |
| --- | --- |
| **Description** | **Marks** |
| Name: Case Study (1)  Description: Selection of a single/small number of cases and collect information via interview and observation. (1) | 1-2 |
| Name: Survey (1)  Description: questionnaires that obtain information through face to face or written form via phone or internet. (1) | 1-2 |
| Name: Correlational Study (1)  Description: A study that examines the relationship between different variables. (1) | 1-2 |
| Name: Archival Research (1)  Description: the examination of records, data or documents from past research. (1) | 1-2 |
| **Total** | **8** |

(b) Eliana Cannot leave her home and can only conduct her research via phone or internet. Which one of the above four research methods would best suit Eliana’s situation? Explain your answer? (3 marks)

|  |  |
| --- | --- |
| **Description** | **Marks** |
| Survey | 1 |
| Can be conducted over the phone or via the internet  Provide quick answers about people’s attitudes and preferences  *Accept other relevant responses – must be related to survey* | 1-2 |
| **Total** | **3** |

(c) Eliana would like to display her results in a quantitative form. Based on your answer to part b) propose the best way she could accomplish this. (1 mark)

|  |  |
| --- | --- |
| **Description** | **Marks** |
| Use a fixed choice questionnaire/survey such as a likert scale | 1 |
| **Total** | **1** |

(d) Identify one strength and one weakness of using subjective quantitative measures in research. (2 marks)

|  |  |
| --- | --- |
| **Description** | **Marks** |
| Any correct answer not limited to the following options for one mark each. |  |
| Strength:   * makes opinions/attitudes easier to statistically analyse * Quick and easy to administer | 1 |
| Weakness:   * Participant bias/honesty can affect answers and results | 1 |
| **Total** | **2** |

(e) Eliana must follow correct ethical procedures in planning and conducting her research study. Explain what informed consent requires. (3 marks)

|  |  |
| --- | --- |
| **Description** | **Marks** |
| Any of the following for a maximum of three marks:   * Participants must agree to participate voluntarily of their own accord * They must not be coerced into consenting to participate by offers of rewards or through threats * Participants must be informed they can withdraw at any time without penalty * Participants must be briefed on the purpose of the research * Participants must have an awareness of the procedure that will be undertaken * Anyone legally unable to consent (e.g. under 18) must have the consent of a parent or guardian | 1-3 |
| **Total** | **3** |

(f) Correctly identify the three participant rights defined below. (3 marks)

|  |  |
| --- | --- |
| **Description** | **Marks** |
| Degree of secrecy attached to the information provided by the participant: **Confidentiality** | 1 |
| Protection of participants identity: **Anonymity** | 1 |
| Right of protection of participant personal information: **Privacy** | 1 |
| *Note – do not need description for full marks* |  |
| **Total** | **3** |

Question 2 (17 marks)

(a) Suggest an operational hypothesis that the class would have developed for this study? (4 marks)

|  |  |
| --- | --- |
| **Description** | **Marks** |
| Hypothesis to include: |  |
| population | 1 |
| page2image51432independent and dependent variables (must have both) | 1 |
| predicted direction | 1 |
| page2image56704measurement tool (memory test). | 1 |
| Example of a 4 mark response:  It is hypothesised that of 30 individuals aged 18-35, those who drink ginger-lemon kombucha one a day for 2 months will score better on a memory test than individuals who drink the grapefruit kombucha one a day for 2 months. |  |
| **Total** | **4** |

(b) Identify:

i. The independent variable. (1 mark)

|  |  |
| --- | --- |
| **Description** | **Marks** |
| Type of kombucha | 1 |
| **Total** | **1** |

ii. The dependent variable. (1 mark)

|  |  |
| --- | --- |
| **Description** | **Marks** |
| Score on a memory test | 1 |
| **Total** | **1** |

(c) State the conclusions that the researchers can draw from their results. (3 marks)

|  |  |
| --- | --- |
| **Description** | **Marks** |
| Results are not statistically significant as p>0.05 | 1 |
| The results were more than 5% likely due to chance/ less than 95% due to the independent variable | 1 |
| Therefore, conclusions about the effect of the independent variable cannot be drawn | 1 |
| **Total** | **3** |

(d) Why did the researchers split the participants into three groups instead of two? (2 marks)

|  |  |
| --- | --- |
| **Description** | **Marks** |
| Group 3 was used as a control group | 1 |
| Because they had multiple variants of the drink to test / a condition on which to compare both the other experimental groups | 1 |
| **Total** | **2** |

(e) Identify three possible sources of error that would affect validity in the conduction of the experiment. (3 marks)

|  |  |
| --- | --- |
| **Description** | **Marks** |
| Answers could include (one mark each for a maximum of 3 marks):   * The amount of Kombucha each participant drank * Group three’s normal diet could vary widely * Participants could be familiar with the memory test * No pre-testing was conducted to determine participants baseline memory. * Memory ability declines with age and the age range of participants varied greatly   *Accept other relevant responses – must be uncontrolled variables, not experimenter or participant effects* | 1-3 |
| **Total** | **3** |

(f) Describe **one** way the experimenter could influence the results and identify **two** ways to minimise the effect. (3 marks)

|  |  |
| --- | --- |
| **Description** | **Marks** |
| Description of one experimenter effect  Answers could include, but are not limited to:   * Bias in allocation of control and experimental groups * Non-verbal feedback that could influence responses * Verbal feedback that could influence responses | 1 |
| Way to minimise experimenter effect  Answers could include, but are not limited to (one mark each for a maximum of 2 marks):   * Random allocation to experimental and control groups * Follow a script when performing the memory test * Distance themselves/use another person to administer the memory test | 1-2 |
| **Total** | **3** |

**End of Section One**

**Section Two: Short Answer 55% (103 Marks)**

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Question 3 (19 marks)

(a) In the space provided below complete the organisation of the human nervous system by naming and organising all remaining **eight** branches. (8 marks)

Human Nervous System

Central Nervous System (1)

Peripheral Nervous System (1)

Spinal Cord

(1)

Brain

(1)

Somatic Nervous System

(1)

Autonomic Nervous System (1)

Sympathetic Nervous System (1)

Parasympathetic Nervous System (1)

(b) The ‘fight or flight’ response is activated by which division of the nervous system? (1 mark)

|  |  |
| --- | --- |
| **Description** | **Marks** |
| Sympathetic | 1 |
| **Total** | **1** |

(c) Identify the division of the nervous system that counteracts ‘fight or flight’ response and summarise its function. (3 marks)

|  |  |
| --- | --- |
| **Description** | **Marks** |
| Parasympathetic | 1 |
| Any two of the following:   * Calms the body/relaxes skeletal muscles * conserves energy * return to normal resting function | 1-2 |
| **Total** | **3** |

(d) Melanie is in a car accident and as a result of her injuries is taken to hospital where she is given morphine to ease her pain and relax her body. After months of rehabilitation, Melanie’s doctors stop prescribing her medications but Melanie is now addicted. She begins to illegally take the drug Heroin, which acts in the same way as morphine, as a way of dealing with her ongoing pain.

i. Identify what type of psychoactive drug Heroin is and explain how this eases Melanie’s pain. (3 marks)

|  |  |
| --- | --- |
| **Description** | **Marks** |
| Depressant | 1 |
| It reducing her brain’s **perception** of pain (1) by **blocking neural signals/receptors/neurotransmitters** from passing on the message to the brain from the rest of the body (1) | 1-2 |
| **Total** | **3** |

ii. Melanie is later introduced to another psychoactive drug called Cocaine. Cocaine blocks the reuptake of a naturally occurring neurotransmitter which increases feelings of euphoria and motivation. Name the neurotransmitter. (1 mark)

|  |  |
| --- | --- |
| **Description** | **Marks** |
| Dopamine  \*note, also accept Noradrenaline (or Norepinephrine) | 1 |
| **Total** | **1** |

iii. Explain how the above neurotransmitter identified in part ii is transported between neurons within the brain. (3 marks)

|  |  |
| --- | --- |
| **Description** | **Marks** |
| Any of the following in order (starting at any point) for a maximum of three marks:   * an electrical signal/action potential is transmitted down a neuron/axon of a pre-synaptic neuron * Exocytosis/vesicles containing neurotransmitters attach to membrane which releases the neurotransmitter into the synapse * So it can diffuse across the synapse * Which is chemical transmission of the neurotransmitter to the post-synaptic neuron | 1-3 |
| **Total** | **3** |

Question 4 (18 marks)

(a) Name the two slave systems developed by Baddeley and Hitch (1974) in their model of working memory. (2 marks)

|  |  |
| --- | --- |
| **Description** | **Marks** |
| Visuo-spatial Sketchpad | 1 |
| Phonological Loop (Accept articulatory loop) | 1 |
| **Total** | **2** |

(b) Identify the part of this model that controls the slave systems and explain how it works. (4 marks)

|  |  |
| --- | --- |
| **Description** | **Marks** |
| Central Executive | 1 |
| Monitors and coordinates the slave systems (1) by selecting what information is attended to and directs activity/supresses irrelevant information (1) by analysing/integrating information from the slave systems and also from LTM (1) | 1-3 |
| **Total** | **4** |

(c) For each of the following scenarios, name the type of long-term memory (LTM) that the information would be retrieved from. (4 marks)

1. Writing a speech for your brother’s 21st Birthday Party.

|  |  |
| --- | --- |
| **Description** | **Marks** |
| Declarative (Explicit) – accept episodic (not semantic) | 1 |
| **Total** | **1** |

1. The process of typing up an essay from notes onto your computer.

|  |  |
| --- | --- |
| **Description** | **Marks** |
| procedural (the memory of how to type) | 1 |
| **Total** | **1** |

1. Kicking a football with your niece.

|  |  |
| --- | --- |
| **Description** | **Marks** |
| procedural (implicit) | 1 |
| **Total** | **1** |

1. Answering a question in an examination.

|  |  |
| --- | --- |
| **Description** | **Marks** |
| declarative -accept semantic (not episodic) | 1 |
| **Total** | **1** |

(d) Amari is studying for his Chemistry examination. He has been trying to commit the entire periodic table to memory but has struggled to remember past Neon (number 10).

1. Identify which component of Atkinson and Shiffrin’s multi-store model of memory is being used and explain why Amari is having trouble remembering the elements past number 10. (3 marks)

|  |  |
| --- | --- |
| **Description** | **Marks** |
| Short Term Memory | 1 |
| In STM we can **only store between 5 and 9 pieces** (magical number seven plus or minus two) (1)  Amari can only store up to ten pieces as he is not **converting the information correctly to LTM.(**1) | 1-2 |
| **Total** | **3** |

1. Explain the process of encoding and provide one specific example of how Amari could transfer this information to his long term memory to be retrieved during his exam. (3 marks)

|  |  |
| --- | --- |
| **Description** | **Marks** |
| Encoding is the conversion of sensory information into a form that can be processed by the brain (1)  In Long Term Memory, it involves changes to neural structure/pathways (1) | 1-2 |
| Specific example.  Any correct example including but not limited to:   * a periodic table song * elaborative rehearsal - attaching meaning to each element so he understands what each element does/forms rather than as just a word or number * Maintenance rehearsal – flash cards, multiple exposures | 1 |
| **Total** | **5** |

1. Identify the two forms of retrieval Amari would have to use in his exam to complete both the multiple choice and short answer sections of his exam. (2 marks)

|  |  |
| --- | --- |
| **Description** | **Marks** |
| Multiple choice – recognition from a set of choices | 1 |
| Short answer – recall | 1 |
| **Total** | **2** |

Question 5 (12 marks)

(a) Define the term attachment. (2 marks)

|  |  |
| --- | --- |
| **Description** | **Marks** |
| The formation of a strong emotional tie | 1 |
| between primary caregiver and infant | 1 |
| **Total** | **2** |

(b) Harry Harlow conducted experimental research to measure the development of attachment in rhesus monkeys.

Complete the following table outlining the aspects of Harlow’s experiment. (5 marks)

|  |  |
| --- | --- |
| **Description** | **Marks** |
| **Aim:** To determine whether food or contact comfort is more important in the formation of infant-mother attachment | 1 |
| **Independent Variable:** Provision of food by either cloth or wire surrogate | 1 |
| **Dependent Variable:** Amount of contact time spent with cloth and wire surrogate mothers | 1 |
| **Results:** All monkeys in groups 1 and 2 spent more time with the cloth surrogate than with the wire surrogate, regardless of which provided food | 1 |
| **Conclusion:** Contact comfort is more important than feeding in formation of infant-mother attachment in rhesus monkeys  \*Note: must identify that it is in Rhesus monkeys | 1 |
| **Total** | **5** |

(c) i. What generalisation did Harlow make from his experiment? (1 mark)

|  |  |
| --- | --- |
| **Description** | **Marks** |
| He generalised that contact comfort as demonstrated in the rhesus monkeys was likely to be a crucial factor in human infant-mother attachment. | 1 |
| **Total** | **1** |

1. How has his generalisation been criticised? (1 mark)

|  |  |
| --- | --- |
| **Description** | **Marks** |
| This is criticised as generalisation from animal to human behaviour is difficult as different species behave and develop in very different ways. | 1 |
| **Total** | **1** |

(d)Shivani has just completed her maternity leave period and must go back to work to keep her position. Her baby, Tiarnee, who is 6 months old, will be going into childcare 5 days a week. According to Bowlby’s theory, describe what he believes will happen to Tiarnee and explain why. (3 marks)

|  |  |
| --- | --- |
| **Description** | **Marks** |
| Bowlby’s theory is that Tiarnee will suffer from Maternal Deprivation (1)  Bowlby identified a critical period being the first 12 months. (1)  If attachment is broken or disrupted during this critical period then the child, Tiarnee, will suffer irreversible, long term consequences. (1) | 1-3 |
| **Total** | **3** |

Question 6 (14 marks)

(a) According to Bernstein, identify which type of code you would use when communicating in the following situations. For each, provide an example of what might be said in the situation using the code.

i. Greeting your school principal in the morning. (2 marks)

|  |  |
| --- | --- |
| **Description** | **Marks** |
| Type of Code: Elaborated Code | 1 |
| Example: Any relevant example that uses characteristics of EC  “Good morning Mrs Smith, how are you today?” | 1 |
| **Total** | **2** |

ii. Yelling support to your football team. (2 marks)

|  |  |
| --- | --- |
| **Description** | **Marks** |
| Type of Code: Restricted Code | 1 |
| Example: Any relevant example that uses characteristics of RC  “Get in there!” | 1 |
| **Total** | **2** |

(b) William Labov studied African American Vernacular English and contrasted the conclusions of Bernstein. Identify Labov’s main finding. (2 marks)

|  |  |
| --- | --- |
| **Description** | **Marks** |
| Labov identified that different variants of standard English such as AAVE were just as complex and rule-governed as standard English | 1 |
| and should not be considered deficit, just different. | 1 |
| **Total** | **2** |

(c) Using your knowledge of persuasive communication, identify and explain **one** element Chad has used in each flyer to persuade students to vote for him. (4 marks)

|  |  |
| --- | --- |
| **Description** | **Marks** |
| Flyer 1: Nature of communication: Positive message, catchy slogan | 1-2 |
| Flyer 2: Nature of the communication: trying to provoke a fear response  Characteristics of the audience: Trying to play to the student body identifying topics that would affect them | 1-2 |
| *Accept other relevant responses* |  |
| **Total** | **4** |

(d) Chad’s flyers do not seem to be successful in helping his campaign, mostly because the students don’t read them. Create **two** ways Chad could reach his audience better. (4 marks)

|  |  |
| --- | --- |
| **Description** | **Marks** |
| Any relevant example accepted for up to two marks each, including but not limited to:  Change the source medium, EG: Turn his slogan into a jingle and put it up on Tik Tok or Post his attack ad digitially on Instagram/facebook  Use more convincing medium: EG: Get expert endorsement from a teacher  Appeal to the Audience through humour: EG: post a funny video on Youtube and send the student body the link | 1-4 |
| **Total** | **4** |

Question 7 (11 marks)

(a) Identify the level of Kohlberg’s theory of moral development that each of the below statements refer to.

1. Some individuals never reach this stage of moral development. (1 mark)

|  |  |
| --- | --- |
| **Description** | **Marks** |
| Postconventional  \*accept Universal Ethical Principles and moral point of view but NOT ‘stage 6’ | 1 |
| **Total** | **1** |

1. Obeying Society’s rules takes precedence when making decisions about morality. (1 mark)

|  |  |
| --- | --- |
| **Description** | **Marks** |
| conventional  \*accept Social System and maintenance of one’s conscience but NOT ‘stage 3’ | 1 |
| **Total** | **1** |

1. Egocentric thinking in which the perspective of authority is confused with one’s own perspective. (1 mark)

|  |  |
| --- | --- |
| **Description** | **Marks** |
| Preconventional  \* accept Punishment/obedience but NOT ‘stage 4’ | 1 |
| **Total** | **1** |

(b) Compare the similarities between the developmental theories of Piaget and Erikson. (2 marks)

|  |  |
| --- | --- |
| **Description** | **Marks** |
| Any of the following for a maximum of two marks:   * development occurs in a number of distinct stages * a person moves through the stages in order * each stage has proposed age ranges | 1-2 |
| **Total** | **2** |

(c) i. Describe **two** ways in which Piaget identifies a ‘contrast in thinking’ between early childhood (2-7) and middle childhood (7-11). (4 marks)

|  |  |
| --- | --- |
| **Description** | **Marks** |
| Conservation (1)  Early childhood is characterised by an inability to conserve unlike middle childhood (1) | 1-2 |
| Egocentrism (1)  Middle childhood is characterised by the ability to perceive the world from others perspectives and children are no longer egocentric like in early childhood (1) | 1-2 |
| **Total** | **4** |

ii. For each of the concepts you identified in part i, identify a Piagetian task that can be used to demonstrate this difference. (2 marks)

|  |  |
| --- | --- |
| **Description** | **Marks** |
| Conservation  Eg: plasticine ball  liquid containers | 1 |
| Egocentrism  Eg. 3 Mountain Task | 1 |
| **Total** | **2** |

**Question 8 (18 marks)**

(a) Identify two trait dimensions in which Anfernee would be described differently by others and describe how this has changed when comparing his behaviour at his old school to his new school. Refer to the scenario and use your understanding of McCrae and Costa’s theory of personality. (4 marks)

|  |  |
| --- | --- |
| **Description** | **Marks** |
| Answers could include:   * Low extraversion to high (1) as shown by putting his hand up and joining clubs (1) * Low openness to high (1) as shown by trying new extracurriculars (1) | 1-2 |
| Accept other relevant responses | 1-2 |
| **Total** | **4** |

(b) Define ‘congruence’ in Rogers’ theory of personality and describe how this may have influenced Anfernee’s change in behaviour between his old and new schools. (4 marks)

|  |  |
| --- | --- |
| **Description** | **Marks** |
| Define the term congruence:   * congruence refers to a high level of consistency between our self-image and our ideal self * where the way that we see ourselves and the person we wish to be are closely aligned. | 1-2 |
| Change in behaviour:   * Beforehand he was lonely and did not have congruence with his ideal self * Behaviour after moving is more consistent with his ideal self as he is motivated/trying to achieve congruence/move toward his ideal self | 1-2 |
| **Total** | **4** |

(c)Identify the **three** components of Bandura’s model of reciprocal determinism. (3 marks)

|  |  |
| --- | --- |
| **Description** | **Marks** |
| Cognitive Factors | 1 |
| Environmental factors | 1 |
| Behavioural factors | 1 |
| **Total** | **3** |

(d) Describe how Bandura’s Social Cognitive Theory explains Anfernee’s change in personality. (5 marks)

|  |  |
| --- | --- |
| **Description** | **Marks** |
| Bandura identified that personality has a cognitive factor and people’s behaviour is influenced by motivation | 1 |
| People are motivated by conscious self-generated goals that then influence us to think, feel and behave based on the environment | 1 |
| Anfernee was highly motivated, the cognitive factor (1), to outwardly change the way he behaved from highly introverted to more outgoing, behavioural factor (1) in his new school, the environmental factor (1). | 1-3 |
| **Total** | **5** |

**Question 9 (11 marks)**

(a) Name the **five** attributes that make up the criteria of membership. (5 marks)

|  |  |
| --- | --- |
| **Description** | **Marks** |
| Boundaries | 1 |
| Emotional safety | 1 |
| Common symbol system | 1 |
| Sense of belonging and identification | 1 |
| Personal investment | 1 |
| **Total** | **5** |

(b) Which criteria in the McMillan and Chavis model does the term ‘bi-directional’ refer to? (1 mark)

|  |  |
| --- | --- |
| **Description** | **Marks** |
| Influence  \*Note: do not accept shared emotional connection | 1 |
| **Total** | **1** |

(c) Provide **one** real-world example of the above criteria you have named in part (b). (1 mark)

|  |  |
| --- | --- |
| **Description** | **Marks** |
| Any relevant example that correctly links to the criteria of influence.  Example for one mark  EG: Politicians have influence over their constituents as they vote and create laws, but constituents have influence over politicians as they vote for them to remain in their position. | 1 |
| **Total** | **1** |

(d) The United Kingdom’s health system, known as the NHS, is widely acknowledged as one of the best health care systems in the world. In 2020, in support of their tireless work, the community started the ‘clap for our carers’ movement. This involved everyone in the UK going to their front doors or windows at 8pm each Thursday night and clapping to show their support for the NHS workers.

Name and explain the criteria of McMillan and Chavis’ sense of community that the above real-world scenario demonstrates.(4 marks)

|  |  |
| --- | --- |
| **Description** | **Marks** |
| Shared emotional connection (1).  Refers to the feeling we have when being connected to another person through a common emotional response to a shared event (1).  The people of the United Kingdom were all living through the same shared event, a reliance on the NHS system and its workers (1) and although all people were physically in their own individual homes, they were all connected by the same common emotional response by showing appreciation at 8pm each Thursday night for the workers of the NHS (1) | 1-4 |
| **Total** | **4** |

**End of Section Two**

Section Three: Extended Answer 25% (51 Marks)

**Question 10 (24 marks)**

David considers himself a regular guy. When the political party he supports (the Patriot Party) loses the election, he starts seeing posts online from people who support the Patriots. The posts claim that the election result was rigged by a foreign power so they could control the politicians in the other party that won (the Nationalist Party). David is concerned and sends a private message to a few people who are claiming this, asking them to provide evidence. They point him to a new online community which they say only has like-minded people. After a month of being connected to this new online community, David joins in a protest organised by the group. This leads to a riot that injures many and damages Parliament House.

David is arrested at the protest and questioned by police. He makes a statement saying he would never normally intentionally hurt anyone but went along with the violence because he wanted to be accepted by the group.

Another protestor, Evangeline, is recognised by her mother on the news coverage. Her mother is concerned because is very out of character for her to be at the riot. When the mother questions her, Evangeline says that she went there to meet a friend. When the riot started, two men dressed in army clothing with guns told her she had to move with the group. Evangeline states that they were intimidating, so she went along with the group until she couldn’t see the two men anymore.

Referring to the above scenario above, create a well-constructed response addressing the following;

* Using psychological terminology, describe how communicating with and only connecting to media outlets that support one side of politics over another can lead to dangerous behaviour in individuals and groups. (4 marks)
* Outline Solomon Asch’s study on conformity. (5 marks)
* Outline Milgram’s study on Obedience. (5 marks)
* Using psychological terminology, explain why David behaved in this way during the riot. (3 marks)
* Using psychological terminology, explain why Evangeline behaved in this way during the riot. (3 marks)
* Quality of your response. (4 marks)

|  |  |
| --- | --- |
| **Description** | **Marks Allocation** |
| Identifies and describes group polarisation in this scenario |  |
| Group Polarisation (1)  Occurs when attitudes in individuals are strengthened when they are in or interact with groups of people who hold similar attitudes (1)  2 marks for a link between theory to the scenario.  Example:  Group Polarisation has led to real life riots and group violence by conversing with groups who’s beliefs are similar to those beliefs; they become stronger and more entrenched (1), so only talking to and listening to media sources with one opinion will entrench that one opinion more strongly such as occurred with David and all those involved in his online group (1). | 1-4 |
| **Subtotal** | **4** |
| Outlines Solomon Asch’s study on conformity |  |
| One point for each separate sentence correctly outlining aspects of Asch’s study for a maximum or 5 marks. EG:   * Groups of 8-10 participants in a group were shown two visual cards comparing line length. * One card had 3 lines of varying lengths; the other card had one line. * Participants were asked to match which of the three lines on one card matched the length of the single line on the other card. * Participants were unaware that the other students were confederates of the researcher. * The confederates deliberately answered incorrectly and Asch was interested and examining if the participants conformed to the answers of the group. * In 12 of 18 trials the confederates all agreed with the incorrect answer. * Asch found that 75% of participants agreed with the confederates on at least one trial and 50% agreed on six or more trials. | 1-5 |
| **Subtotal** | **5** |
| Outlines Milgram’s study on Obedience |  |
| One point for each separate sentence correctly outlining aspects of Milgram’s study for a maximum or 5 marks. EG:   * Milgram placed an advert in the newspaper to recruit participants using a monetary reward for participation * Participants were assigned to the role of either Teacher or Learner. Unknown to the participant, the learner was always assigned to a confederate of the researcher. * The teacher was to administer an electric shock to the learner when they answered a question incorrectly. * The teacher administered progressively larger shocks to the learner on a machine which displayed the shock level from ‘slight shock’ through to ‘XXX’. * As the shock increased the distress response from the learner increased but the teacher was calmly instructed by the researcher to continue to administer shocks * Of the 40 participants, 26 continued to administer shocks right through to 450 volts (XXX). | 1-5 |
| **Subtotal** | **5** |
| Explanation linked to David’s scenario |  |
| David is conforming to the group behaviour because of normative social influence. (1)  We conform to group standards in order to be part of the group and be accepted by the group. (1) David says he ‘wants to be accepted by the group’ and so he participated in the violence (1) | 1-3 |
| **Subtotal** | **3** |
| Explanation linked to Evangeline’s scenario |  |
| Evangeline is in this situation because of Obedience (1)  She obeyed the two men in military clothing because they appeared to have authority in the group (1) and she was afraid of the negative consequences if she did not do as they said (1) | 1-3 |
| **Subtotal** | **3** |
| Quality of Extended Response |  |
| Writes coherent and logically ordered paragraphs. Appropriate psychological terminology used consistently, extensively and correctly. Punctuation/grammar consistently correct. (Does not need essay style broad introduction or conclusion for full marks) | 4 |
| Writes coherent and logically ordered paragraphs. Uses a range of psychological terminology that is mostly correct. There may be some errors in punctuation/grammar evident, but these do not impede meaning. | 3 |
| Writes using clear paragraphs. Uses simple psychological terminology. There may be some errors in punctuation/grammar evident, but these do not impede meaning. | 2 |
| Writes a response that attempts to use paragraphs, uses limited psychological terminology correctly and/or may have limited correct use of punctuation and grammar. | 1 |
| Note: The use of appropriate well-labelled diagrams/drawings are acceptable for this criterion, but need to be accompanied by an explanation. |  |
| **Subtotal** | **4** |
| **Total** | **24** |

**Question 11 (27 marks)**

The Southern Wombats Football Club have been embroiled in controversy for the third time in three years, with several players behaving inappropriately at a birthday party. The AFL fines the club $50,000 and issues it a directive to prevent this behaviour in the future.

The club president orders a review of the club including all the players and coaches.

The external reviewer compiled a report and found the following:

* The leadership group (captain, vice captains) were admired and held in high esteem by the other players.
* Members of the leadership group were listed as some of the players who regularly misbehaved on and off the field.
* The club coaches were found to have repetitively ignored bad behaviour and, on some occasions, it was discovered they had actually rewarded some players for ‘off-the-ball’ acts that injured the opposition’s best players.
* The club president, CEO, CFO and board members, were all found to be negligent in their duties as they were not aware of the toxic culture of bad behaviour occurring at the club.

After the review, the club hires a firm that specialises in behaviour modification to help create strategies to address and improve all the above issues.

Referring to the above scenario above, create a well-constructed response addressing the following;

* Outline the process of Observational Learning. (8 marks)
* Apply Observational Learning theory to the scenario. (2 marks)
* Identify and explain **three** techniques for modifying behaviour. (9 marks)
* Choose **two** behaviour modification techniques and outline how they could be used to change the behaviour of the Southern Wombats players. (4 marks)
* Quality of your response. (4 marks)

|  |  |
| --- | --- |
| **Description** | **Marks Allocation** |
| Process of Observational Learning |  |
| An activity/action or event is modelled  Attention (1): The activity is distinctive enough that a person notices this behaviour (1)  Retention (1): Coding and categorising of this modelled behaviour then occurs (1)  Reproduction (1): The observer is capable of reproducing the activity that was modelled (1)  Motivation (1): rewards and reinforcement are provided from others/self  The behaviour is reproduced (1) | 1-8 |
| **Subtotal** | **8** |
| Application of Observational Learning to the scenario |  |
| High ranking club members behaved badly and were rewarded for the behaviours  Younger members observed and copied the behaviours of the high-ranking members | 1-2 |
| **Subtotal** | **2** |
| Techniques for modifying behaviour |  |
| Any 3 of the below four techniques accepted for up to 3 marks each, totalling 9 marks maximum. |  |
| Positive and negative reinforcement including rewards and punishment (1)  Positive reinforcement occurs when a behaviour is followed by a pleasant reward (1)  Negative reinforcement occurs when a behaviour is followed by the removal of an unpleasant outcome (1) | 1-3 |
| Token Economies (1)  An artificial reward system where symbolic tokens are used to reward behaviour (1). Once enough tokens are collected they can be exchanged for a tangible reward such as goods or privileges (1). | 1-3 |
| Systematic Desensitisation (1)  The application of classical conditioning techniques where undesirable behaviours are replaced by more productive and desirable behaviours (1) by systematically exposing (graded exposure) someone to something they fear and pairing this exposure with relaxation techniques (1) | 1-3 |
| Cognitive behaviour therapy (CBT) (1)  A therapist helps an individual identify unhelpful/distressing thoughts, feelings or emotions (1) and through therapy attempts to replace the dysfunctional thoughts with ones that can be managed (1) | 1-3 |
| **Subtotal** | **9** |
| Examples to modify Wombats behaviour |  |

|  |  |
| --- | --- |
| Accept any correct application of a behaviour modifying technique for 2 points each to a maximum of 4 points.  Examples:   * Punishment can be used when Wombats players misbehave on or off the field in the form of monetary fines or not being selected for the team (2) * A Token economy can be set up in the form of a rewards system, players that volunteer time to charity off field or show sportsman like behaviour on it can receive points which once accumulated result in higher wage bonuses at the end of the season (2) * Players and coaches can undergo cognitive behaviour therapy helping them to identify the thought processes that have led to their inappropriate behaviour and replace these dysfunctional processes with more appropriate thoughts that will encourage better behaviour (2) | 1-4 |
| **Subtotal** | **4** |
| Quality of Extended Response |  |
| Writes coherent and logically ordered paragraphs. Appropriate psychological terminology used consistently, extensively and correctly. Punctuation/grammar consistently correct. (Does not need essay style broad introduction or conclusion for full marks) | 4 |
| Writes coherent and logically ordered paragraphs. Uses a range of psychological terminology that is mostly correct. There may be some errors in punctuation/grammar evident, but these do not impede meaning. | 3 |
| Writes using clear paragraphs. Uses simple psychological terminology. There may be some errors in punctuation/grammar evident, but these do not impede meaning. | 2 |
| Writes a response that attempts to use paragraphs, uses limited psychological terminology correctly and/or may have limited correct use of punctuation and grammar. | 1 |
| Note: The use of appropriate well-labelled diagrams/drawings are acceptable for this criterion but need to be accompanied by an explanation. |  |
| **Subtotal** | **4** |
| **Total** | **27** |