Write your name here			
Surname		Other name	s
Edexcel GCE	Centre Number		Candidate Number
Psycholo Advanced Subsidia Unit 1: Social and	ary	sycholo	ogy
Wednesday 12 January 20 Time: 1 hour 20 minutes	_		Paper Reference 6PS01/01
You do not need any other r	naterials.		Total Marks

### **Instructions**

- Use **black** ink or ball-point pen.
- **Fill in the boxes** at the top of this page with your name, centre number and candidate number.
- Answer **all** questions.
- Answer the questions in the spaces provided
  - there may be more space than you need.

### Information

- The total mark for this paper is 60.
- The marks for **each** question are shown in brackets
  - use this as a guide as to how much time to spend on each question.
- Questions labelled with an asterisk (\*) are ones where the quality of your written communication will be assessed
  - you should take particular care with your spelling, punctuation and grammar, as well as the clarity of expression, on these questions.

#### **Advice**

- Read each question carefully before you start to answer it.
- Keep an eye on the time.
- Try to answer every question.
- Check your answers if you have time at the end.





### **SECTION A**

Answer ALL questions. You are advised to spend approximately 15 minutes on Section A.

In Section A put a cross in each correct box  $\boxtimes$  to indicate your answer. If you change your mind, put a line through the box  $\boxtimes$  and then put a cross in another box  $\boxtimes$ .

For questions 1–11 choose ONE answer from A, B, C or D.

1	The mo	ode	is defined as
	$\boxtimes$	A	the measure which is most common in your data set
	$\boxtimes$	В	the measure which has as many scores above it as below it
	X	C	the measure which is obtained by adding up all the scores and dividing by the number of scores
	×	D	the measure which is obtained by taking away the smallest score from the largest score
			(Total for Question 1 = 1 mark)
2	The his	tog	gram can be used to
	$\boxtimes$	A	demonstrate the amount a score is different from the mean
	$\boxtimes$	В	demonstrate the number of scores above the median
	$\times$	C	show what score each individual participant gets
	$\boxtimes$	D	show the frequency distribution of scores
			(Total for Question 2 = 1 mark)
3	A disad	lvai	ntage of <b>quantitative</b> data is that it tends to
	$\bowtie$	A	produce rich, detailed information
	$\boxtimes$	В	produce narrow, artificial information
	$\boxtimes$	C	be harder to replicate due to lack of controls
	$\bowtie$	D	be focused on one unique individual
			(Total for Question 3 = 1 mark)



A proc	edu	re which is common and identical for each participant is known as
$\times$	A	experimental
×	В	random
X	C	valid
×	D	standardised
		(Total for Question 4 = 1 mark)
Why is	it ir	mportant to debrief participants in experiments?
X	Α	To ensure they understand the true purpose of the experiment.
$\times$	В	To pass on names and addresses of other participants.
$\times$	C	To make sure they understand what they are going to have to do.
$\times$	D	To make sure they do not ever tell anyone about the study.
		(Total for Question 5 = 1 mark)
Hofling	g et	al's (1966) study of nurses' obedience to hospital rules is an example of a
$\times$	A	natural experiment
$\times$	В	field study
$\times$	C	laboratory experiment
$\times$	D	cross-cultural study
		(Total for Question 6 = 1 mark)
Classify	ying	people, including ourselves, as part of particular groups is also known as
$\times$	A	social categorisation
$\times$	В	social comparison
$\times$	C	social facilitation
×	D	social identification
	Why is  Why is  Classify	A B C D Why is it in A B C D Hofling et A B C D Classifying A B B C D



8	In psyc	cho	logy, obedience can <b>best</b> be defined as
	$\times$	Α	following your own social conscience
	$\times$	В	obeying anyone who tells you to do something
	$\times$	C	conforming with someone of a higher status than you
	×	D	following orders from an authority figure
_			(Total for Question 8 = 1 mark)
9	The pr	oce	ess of recalling a stored memory is also known as
	$\boxtimes$	A	storage
	$\times$	В	retrieval
	$\times$	C	encoding
	$\times$	D	forgetting
_			(Total for Question 9 = 1 mark)
10	) Which	on	<b>e</b> of the following uses the deepest level of processing?
	$\times$	Α	Rucksar is reading her notes to prepare for the Psychology test.
	X	В	Emily is reading and summarising her notes to prepare for the Psychology test.
	$\times$	C	Stavros is reading his best friend's notes to prepare for the Psychology test.
	$\times$	D	Henna is reading her notes out aloud to prepare for the Psychology test.
_			(Total for Question 10 = 1 mark)
11	The cu	ıe d	ependent theory of forgetting came from
	$\times$	A	Atkinson and Shiffrin (1968)
	×	В	Bartlett (1932)
	×	C	Tulving (1974)
	×	D	Craik and Lockhart (1972)
_			(Total for Question 11 = 1 mark)
_		_	TOTAL FOR SECTION A = 11 MARKS
			IOIAL FOR SECTION A = 11 WARKS

## **SECTION B**

<b>Answer ALL questions</b>	You are advised to s	pend approximatel	y 40 minutes on	Section B.
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<ul> <li>Describe <b>one</b> study of obedience which is from a differ (USA).</li> </ul>	
	(5)
Name of study	



(b) Outline <b>one</b> stro	ength and <b>one</b> we	akness of the stud	dy you described in (	(a).
trength				
eakness				
			(Total for Question	12 = 9 marks)

**13** Many parents complain that their children eat too much junk food such as burgers and chips. Imagine that you have been asked to carry out a survey to investigate teenagers' attitudes to healthy eating.



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(a) What is mean	nt by a survey?	(2)
(b) Write an <b>ope</b> eating.	n question you might ask participants in this survey a	bout healthy (1)
_	en question you might ask participants in this survey a	(1)

<ul> <li>Write a closed question you might ask participants in this survey eating.</li> </ul>	about healthy
	(1)
d) Outline <b>two</b> weaknesses of surveys in general.	
a, outline two weakinesses of surveys in general.	(4)
(Total for Ou	estion 13 = 8 marks)

<b>14</b> You will have learned about one of the following studies in detail from cognitive psychology:	
<ul> <li>Peterson and Peterson (1959)</li> </ul>	
Craik and Tulving (1975)	
Ramponi et al (2004)	
(a) Outline the aim(s) and conclusion(s) of <b>one</b> of these studies.	(3)
Name of study	
Aim(s)	
Conclusion(s)	



(b) Evaluate the study you have used in (a).	
You might want to consider issues of:	
• reliability	
• validity	
application to real life.	(5)



(Total for C	Question 14 = 8 marks)
15 (a) You will have studied a key issue from the Cognitive Approach	ı <b>.</b>
Describe <b>one</b> key issue from the Cognitive Approach.	
,	(4)



(b) Imagine there has been a TV programme about the key issue you have described in (a). You receive an e-mail from your friend about the programme.	
Write a short e-mail that you could send to your friend to help explain this key issue using <b>one</b> concept (idea, theory or research) from the Cognitive Approach.	(3)
(Total for Question 15 = 7 ma	nrks)
TOTAL FOR SECTION R = 22 MARKS	

H 3 7 9 6 8 A 0 1 2 1 6

#### **SECTION C**

# Answer ALL questions. You are advised to spend approximately 25 minutes on Section C.

**16** As part of the course requirements for cognitive psychology you will have conducted a practical using an experiment.

Evaluate your experiment. You may wish to look at:

- your sample
- how you controlled variables
- your research design decisions
- any ethical issues.

(5)
(Total for Ougstion 16 - 5 mayles)
(Total for Question 16 = 5 marks)



*17	After the release of a popular vampire film some teenagers have split into two groups. One group loves vampires ('The Vamps') whilst the other group loves werewolves ('The Howlers').		
	This situation is causing tension and college staff are concerned about the amount name-calling and hostility between the groups. This prejudice between 'The Vamps and 'The Howlers' can be explained by Social Identity Theory.		
	With reference to the case above, describe and evaluate Social Identity Theory as an explanation of prejudice.		
		(12)	
••••••			





 (Total for Question 17 = 12 marks)
TOTAL FOR SECTION C = 17 MARKS



**TOTAL FOR PAPER = 60 MARKS**