Write your name here

Surname		Other names

Centre Number

Candidate Number

Edexcel GCE

Psychology
Advanced Subsidiary
Unit 1: Social and Cognitive Psychology

Wednesday 22 May 2013 – Morning
Time: 1 hour 20 minutes

Paper Reference
6PS01/01

You do not need any other materials.

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.

Turn over ▶

PEARSON

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 ⊠ to indicate your answer.
If you change your mind, put a line through the box ⊠ and then put a cross in another box ⊠.**

For question 1 choose ONE answer from A, B, C or D.

1 Which of the following is an example of social categorisation?

⊠ **A** Andrew wears the shirt of his favourite football team.

⊠ **B** Fran considers herself to be part of the rowing club.

⊠ **C** Liz tells her friends that her pub has better quiz nights than theirs.

⊠ **D** Chris thinks he is better at rowing than Fran.

(Total for Question 1 = 1 mark)

For question 2 choose ONE answer from A, B or C.

2 Which type of hypothesis states the way that the results from a study are expected to go?

⊠ **A** Null

⊠ **B** Non-directional (two tailed)

⊠ **C** Directional (one tailed)

(Total for Question 2 = 1 mark)

For questions 3–9 choose ONE answer from A, B, C or D.

3 Which of the following statements best explains why it is important to get informed consent from participants in experiments?

⊠ **A** To ensure they understand the purpose of the experiment.

⊠ **B** To pass on names and addresses of other participants.

⊠ **C** To make sure they understand the consequences are not real.

⊠ **D** To make sure they do not tell anyone about the study.

(Total for Question 3 = 1 mark)

4 Milgram's original study of obedience was conducted at which famous US university?

☒ **A** Princeton

☒ **B** Harvard

☒ **C** Yale

☒ **D** Stanford

(Total for Question 4 = 1 mark)

5 Which of the following is a **weakness** of volunteer sampling?

☒ **A** It produces an unrepresentative sample as participants are chosen by researchers.

☒ **B** There are lots of subgroups making it a lengthy procedure.

☒ **C** The larger the population the more difficult it is to generalise.

☒ **D** It produces a biased sample as participants tend to be more motivated.

(Total for Question 5 = 1 mark)

6 In some cases deception of participants is used in experiments to help avoid

☒ **A** demand characteristics

☒ **B** randomisation

☒ **C** researcher subjectivity

☒ **D** counterbalancing

(Total for Question 6 = 1 mark)

7 Which of the following issues could be best explained using the Social Approach?

☒ **A** Remembering where you were during the royal wedding.

☒ **B** Supporting one football team over another.

☒ **C** People being born good athletes.

☒ **D** The meaning of dreams.

(Total for Question 7 = 1 mark)

8 Work out the median from the following set of scores.

| 8 | 7 | 12 | 10 | 4 | 6 | 1 |

☒ **A** 6

☒ **B** 7

☒ **C** 8

☒ **D** 10

(Total for Question 8 = 1 mark)

9 Alternating the conditions in a repeated measures experimental design to control for order effects is known as

☒ **A** elimination

☒ **B** operationalisation

☒ **C** matching

☒ **D** counterbalancing

(Total for Question 9 = 1 mark)

For question 10 choose TWO answers from A, B, C, D and E.

10 Which **two** of the following statements are true about the cue dependent theory of forgetting?

☒ **A** An absence of cues will help you remember.

☒ **B** We choose to forget bad experiences.

☒ **C** The theory was put forward by Craik and Lockhart (1972).

☒ **D** A memory trace can be activated by a retrieval cue.

☒ **E** The theory was put forward by Tulving (1974).

(Total for Question 10 = 2 marks)

TOTAL FOR SECTION A = 11 MARKS

SECTION B

Answer ALL questions. You are advised to spend approximately 40 minutes on Section B.

11 Read the quote in the box below.

> They were upset by what they were doing and knew that it was wrong.

(Source: adapted from Milgram, 1963)

Milgram's participants were upset by continuing to do something they disagreed with.

Describe the feature of agency theory that the quote refers to.

(3)

Name of feature

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Description

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(Total for Question 11 = 3 marks)

12 The following four statements about Hofling et al's (1966) study of obedience are either true or false.

Put a cross ☒ in the correct box to indicate whether each statement is **true** or **false**.

(4)

Statement	True	False
The study only used one hospital in the USA.	☒	☒
12 nurses said they were aware of the dosage discrepancy.	☒	☒
It was hospital policy to give orders over the phone.	☒	☒
The order was given to the nurse by an unfamiliar voice.	☒	☒

(Total for Question 12 = 4 marks)

13 Your teacher wants to test your understanding of the Levels of Processing framework. She has asked you to rank the three levels in terms of the most effective to least effective for memory recall.

Explain the answer you would give to your teacher.

(4)

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(Total for Question 13 = 4 marks)

14 (a) Describe the procedure of Godden and Baddeley's (1975) study on cue
dependency.

(4)

P 4 0 9 9 7 A 0 8 2 0

(b) Evaluate Godden and Baddeley's (1975) study.

(5)

(Total for Question 14 = 9 marks)

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15 Using evidence from psychological research, evaluate the Social Identity Theory of prejudice.

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(Total for Question 15 = 5 marks)

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16 (a) Choose one model/theory of memory **other than** Levels of Processing and outline **two** of its features.

(4)

Model/theory of memory

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First feature

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Second feature

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(b) Evaluate **one** of the features you outlined in (a).

(2)

Feature ....

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(Total for Question 16 = 6 marks)

TOTAL FOR SECTION B = 31 MARKS

P 4 0 9 9 7 A 0 1 3 2 0

SECTION C

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

17 You and your friends are watching a documentary on the history of terrorism. Your friends cannot understand what makes people commit atrocities against fellow human beings.

Using psychological concepts from the Social Approach, explain why people commit atrocities against fellow human beings.

(6)

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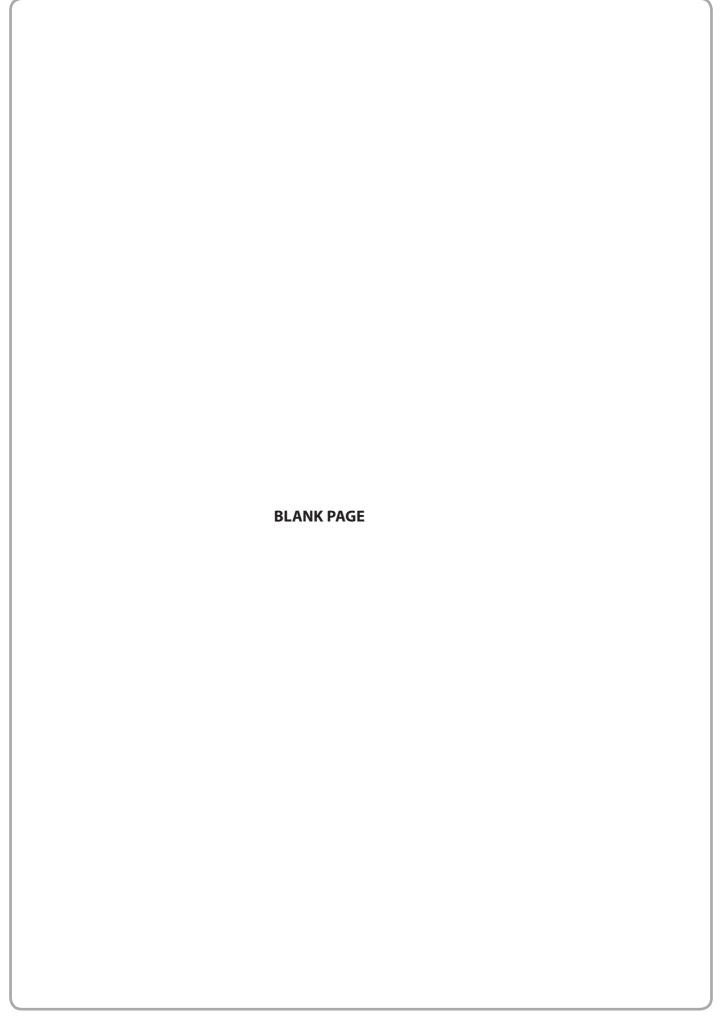
(Total for Question 17 = 6 marks)

*18 Psychologists collect both qualitative and quantitative data.

Explain what is meant by qualitative and quantitative data **and** evaluate these types of data in terms of their strengths and weaknesses.

(12)

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(Total for Question 18 = 12 marks)

TOTAL FOR SECTION C = 18 MARKS
TOTAL FOR PAPER = 60 MARKS

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