Write your name here

Surname		Other names

Edexcel GCE

Centre Number

Candidate Number

Psychology
**Advanced Subsidiary
Unit 1: Social and Cognitive Psychology**

Wednesday 23 May 2012 – Morning	Paper Reference
Time: 1 hour 20 minutes	**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 ▶

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

1 Which of the following is an example of a directional (one tailed) hypothesis?

⊠   **A** There will be a difference in ice cream sales in the summer and winter.

⊠   **B** More males than females will walk under ladders.

⊠   **C** The speed you drive at affects how likely you are to crash.

⊠   **D** Lack of sleep affects driving ability.

(Total for Question 1 = 1 mark)

2 Randomisation is a technique which can be used to

⊠   **A** minimise order effects

⊠   **B** gain informed consent

⊠   **C** draw bar charts

⊠   **D** reduce experimenter effects

(Total for Question 2 = 1 mark)

3 College Principal Mo wants to investigate what students think of wearing uniforms in her sixth form. She decides to choose a representative sample by picking students from certain groups (gender, classes, year groups).

Which form of sampling is this better known as?

⊠   **A** Opportunity

⊠   **B** Stratified

⊠   **C** Random

⊠   **D** Volunteer

(Total for Question 3 = 1 mark)

4 Which of the following research methods is most likely to achieve reliable results?

☒ **A** Interview

☒ **B** Natural experiment

☒ **C** Field experiment

☒ **D** Laboratory experiment

(Total for Question 4 = 1 mark)

5 In a psychology study the _____ definition of aggression might be the number of times a person kicks someone else.

☒ **A** overt

☒ **B** open

☒ **C** operational

☒ **D** one tailed

(Total for Question 5 = 1 mark)

6 Participant/experimental designs are used in psychology to

☒ **A** distribute participants between conditions

☒ **B** recruit participants from a newspaper

☒ **C** operationalise the independent and dependent variables

☒ **D** help avoid unethical procedures

(Total for Question 6 = 1 mark)

7 Cues in the environment can be used by participants to guess the aim of the experiment.

When participants do this it is known as

☒ **A** order effects

☒ **B** demand characteristics

☒ **C** participant validity

☒ **D** ecological validity

(Total for Question 7 = 1 mark)

8 In psychology, what is meant by the term 'moral strain'?

The feeling you have when you

☒ **A** put others down to raise your own self-esteem

☒ **B** believe your culture is correct and others should follow what you do

☒ **C** tell other people what they have to do

☒ **D** have to do something you believe to be wrong

(Total for Question 8 = 1 mark)

9 How did Milgram defend his actions in his **original** study of obedience?

☒ **A** Milgram expected the participants to obey.

☒ **B** The participants could not see the victim being 'shocked'.

☒ **C** Milgram did not expect the participants to obey to the extent that they did.

☒ **D** The participants knew all along that the shocks were not real.

(Total for Question 9 = 1 mark)

10 Ashleigh has forgotten where she put her phone but when she walks back into her classroom she suddenly remembers.

Which of the following is this most likely to be an example of?

☒ **A** State cues

☒ **B** Context cues

☒ **C** Long term cues

☒ **D** Semantic cues

(Total for Question 10 = 1 mark)

11 Craik and Lockhart believed memory

☒ **A** is a reconstruction of past events

☒ **B** operates much the same as a DVD recorder

☒ **C** consists of two different stores

☒ **D** is a by-product of information processing

(Total for Question 11 = 1 mark)

TOTAL FOR SECTION A = 11 MARKS

SECTION B

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

12 You will have learned about one of the following studies in detail from cognitive psychology:

- Peterson and Peterson (1959)

- Craik and Tulving (1975)

- Ramponi et al (2004)

Choose **one** study from the list.

(a) Describe the procedure of your chosen study.

(4)

Name of study ....

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(b) Outline **one** weakness of your chosen study.

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(Total for Question 12 = 6 marks)

13 A group of students decided to test the Levels of Processing theory of memory during one of the events in the Olympic Games.

In order to see which type of processing led to better recall they decided to use family and friends for their sample, and split them into three groups. Each group had a different activity to carry out. Then all the participants were asked the same 20 questions about the event to see what they remembered.

Figure 1: Table to show activities for each group with their type of processing

	Group 1	**Group 2**	**Group 3**
Type of Processing	Structural	Phonemic	Semantic
Activity	Looking at pictures about the event in newspapers	Listening to radio reports about the event	Writing an article about the event

(a) Identify the independent variable (IV) and dependent variable (DV) in this study.

(2)

IV ....

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DV ....

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(b) Based on your knowledge of Levels of Processing, write an appropriate directional (one tailed) hypothesis for this study.

(2)

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(c) The students used an opportunity sample in their Levels of Processing study.

State **one** strength and **one** weakness of opportunity sampling in general.

(2)

Strength

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Weakness

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(d) (i)   Identify the participant/experimental design being used in this Levels of Processing study.

(1)

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(ii)   Evaluate the design you have identified in (d)(i).

(4)

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(Total for Question 13 = 11 marks)

14 You will have learned about one of the following studies in detail from social psychology:

- Sherif (1961/1988)
- Tajfel et al (1970/1971)
- Reicher and Haslam (2003/2006)

Choose **one** study from the list.

(a) Describe the study you have chosen.

(5)

Name of study ....

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(b) Evaluate the study you have described in (a).

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(Total for Question 14 = 9 marks)

15 Describe the social identity theory of prejudice.

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(Total for Question 15 = 5 marks)

TOTAL FOR SECTION B = 31 MARKS

SECTION C

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

16 Milgram's original (1963) study was carried out in the USA.

Compare Milgram's (1963) study of obedience with **one other** study of obedience that was **not** carried out in the USA.

Comparisons include considering similarities and/or differences.

(6)

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(Total for Question 16 = 6 marks)

P 3 9 3 4 9 A 0 1 3 1 6

*17 Describe and evaluate **one** theory/model of memory **other than** Levels of
Processing.

(12)

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(Total for Question 17 = 12 marks)

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

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