

Write your name here	
Surname	Other names
Centre Number	Candidate Number
<div>Edexcel GCE</div>	<div> <div></div> <div></div> <div></div> <div></div> <div></div> </div> <div> <div></div> <div></div> <div></div> <div></div> </div>
<div> <div>Psychology</div> <div>Advanced Subsidiary</div> <div>Unit 1: Social and Cognitive Psychology</div> </div>	
<div>Wednesday 12 January 2011 – Morning</div> <div>Time: 1 hour 20 minutes</div>	<div>Paper Reference</div> <div>6PS01/01</div>
<div>You do not need any other materials.</div>	<div>Total Marks</div>

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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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 The mode is defined as

- ☐ **A** the measure which is most common in your data set
- ☐ **B** the measure which has as many scores above it as below it
- ☐ **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 histogram can be used to

- ☐ **A** demonstrate the amount a score is different from the mean
- ☐ **B** demonstrate the number of scores above the median
- ☐ **C** show what score each individual participant gets
- ☐ **D** show the frequency distribution of scores

(Total for Question 2 = 1 mark)

3 A disadvantage of **quantitative** data is that it tends to

- ☐ **A** produce rich, detailed information
- ☐ **B** produce narrow, artificial information
- ☐ **C** be harder to replicate due to lack of controls
- ☐ **D** be focused on one unique individual

(Total for Question 3 = 1 mark)



4 A procedure which is common and identical for each participant is known as

- ☐ A experimental
- ☐ B random
- ☐ C valid
- ☐ D standardised

(Total for Question 4 = 1 mark)

5 Why is it important to debrief participants in experiments?

- ☐ A To ensure they understand the true purpose of the experiment.
- ☐ B To pass on names and addresses of other participants.
- ☐ C To make sure they understand what they are going to have to do.
- ☐ D To make sure they do not ever tell anyone about the study.

(Total for Question 5 = 1 mark)

6 Hofling et al's (1966) study of nurses' obedience to hospital rules is an example of a

- ☐ A natural experiment
- ☐ B field study
- ☐ C laboratory experiment
- ☐ D cross-cultural study

(Total for Question 6 = 1 mark)

7 Classifying people, including ourselves, as part of particular groups is also known as

- ☐ A social categorisation
- ☐ B social comparison
- ☐ C social facilitation
- ☐ D social identification

(Total for Question 7 = 1 mark)



8 In psychology, obedience can **best** be defined as

- ☐ A following your own social conscience
- ☐ B obeying anyone who tells you to do something
- ☐ 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 process of recalling a stored memory is also known as

- ☐ A storage
- ☐ B retrieval
- ☐ C encoding
- ☐ D forgetting

(Total for Question 9 = 1 mark)

10 Which **one** of the following uses the deepest level of processing?

- ☐ A Rucksar is reading her notes to prepare for the Psychology test.
- ☐ B Emily is reading and summarising her notes to prepare for the Psychology test.
- ☐ C Stavros is reading his best friend's notes to prepare for the Psychology test.
- ☐ D Henna is reading her notes out aloud to prepare for the Psychology test.

(Total for Question 10 = 1 mark)

11 The cue dependent theory of forgetting came from

- ☐ A Atkinson and Shiffrin (1968)
- ☐ B Bartlett (1932)
- ☐ C Tulving (1974)
- ☐ D Craik and Lockhart (1972)

(Total for Question 11 = 1 mark)

TOTAL FOR SECTION A = 11 MARKS



(b) Outline **one** strength and **one** weakness of the study you described in (a).

(4)

Strength

Weakness

(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 meant by a survey?

(2)

- (b) Write an **open** question you might ask participants in this survey about healthy eating.

(1)





14 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)

(a) Outline the aim(s) and conclusion(s) of **one** 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 Question 14 = 8 marks)

15 (a) You will have studied a key issue from the Cognitive Approach.

Describe **one** key issue from the Cognitive Approach.

(4)





Handwriting practice area with 20 sets of dotted lines for tracing on a lined background.



H 3 7 9 6 8 A 0 1 5 1 6

(Total for Question 17 = 12 marks)

TOTAL FOR SECTION C = 17 MARKS
TOTAL FOR PAPER = 60 MARKS

