

**PSYCHOLOGY**

**SECTION II**

**Time—50 minutes**

**2 Questions**

**Directions:** You have 50 minutes to answer BOTH of the following questions. It is not enough to answer a question by merely listing facts. You should present a cogent argument based on your critical analysis of the questions posed, using appropriate psychological terminology. You may plan your answers in this orange booklet, but no credit will be given for anything written in this booklet. **You will only earn credit for what you write in the separate Free Response booklet.**

1. Rayce is exploring the idea of using online videos to sell his line of custom-made skateboards. While his friend is making a video of him performing tricks at a local skate park, a large crowd forms to watch. Each time Rayce successfully completes a trick, the crowd loudly applauds and yells, showing their approval.

**Part A**

Explain how each of the following relates to Rayce’s skateboarding while the crowd is watching him.

- Vestibular sense
- Social facilitation
- Incentive theory

**Part B**

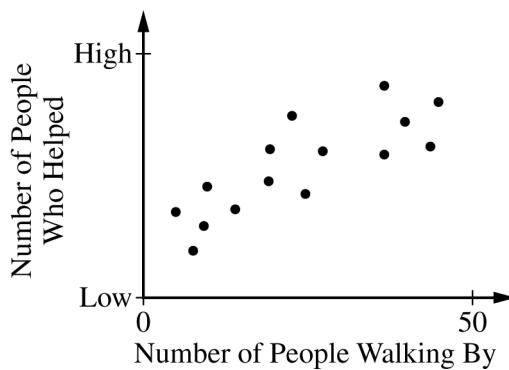
Later, Rayce puts the video of himself online, complete with bright graphics and fast-tempo music. He quickly gains new customers for his business by allowing people to try his skateboard free for an hour. Explain how each of the following relates to the effectiveness of this sales campaign.

- Divergent thinking
- Peripheral route to persuasion
- Reciprocity norm
- Mere-exposure effect

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**Begin your response to this question at the top of a new page in the separate Free Response booklet and fill in the appropriate circle at the top of each page to indicate the question number.**

2. Dr. Germanotta hypothesized that the more witnesses there are to a crime, the less likely any one witness will help. She collected data on the number of people who helped someone in distress and the number of people walking by at that particular time. Dr. Germanotta found the following statistically significant results.



Part A

- Explain how the data presented in the graph above support or do not support Dr. Germanotta’s hypothesis.
- Identify the statistical measure that Dr. Germanotta would use to assess the strength of the relationship between variables.
- Explain how the third variable problem could influence the results.

Part B

Dr. Germanotta decides to conduct an experiment to test whether the number of people present during a staged emergency situation will influence helping behavior.

- Identify the independent variable in this study.

Part C

Explain how each of the following is related to helping behavior.

- Internal locus of control
- Modeling
- Approach-avoidance conflict

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Begin your response to this question at the top of a new page in the separate Free Response booklet and fill in the appropriate circle at the top of each page to indicate the question number.

**Question 1: Concept Application****7 points****General Considerations**

1. Answers must be cogent enough for the meaning to come through. Spelling and grammatical mistakes do not reduce a score, but spelling must be close enough so that the reader is convinced of the word.
2. A response can earn points only if the student clearly conveys what part of the question is being answered. It is possible to infer the part of the question being answered if it is consistent with the order of the question.
3. The response must apply the concept to the prompt. A definition alone will not earn the point, but a clear definition can support the application.
4. Examples provided in the Scoring Guidelines for each of the points are not to be considered exhaustive.
5. Within a point, a response will not be penalized for incorrect information unless it *directly contradicts* correct information that would have otherwise earned the point. For example, if a response applies a concept in two contradictory ways (such as identifying both the measured variables as the independent variable or describing proactive interference as interference from both older and newer information), the point is not earned. Additionally, a response will not score if it includes a correct answer among multiple incorrect answers related to the same general concept/theory (e.g., a response that describes the Big Five trait of conscientiousness as being diligent, trusting, highly emotional, outgoing, and intellectually curious).
6. Within a bulleted question part, if the response addresses details from a scenario other than the one in the prompt, the point is not earned.

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**Part A** Rayce is exploring the idea of using online videos to sell his line of custom-made skateboards. While his friend is making a video of him performing tricks at a local skate park, a large crowd forms to watch. Each time Rayce successfully completes a trick, the crowd loudly applauds and yells, showing their approval.

Explain how each of the following relates to Rayce’s skateboarding while the crowd is watching him.

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**Vestibular sense**

**1 point**

The response must indicate that this sense influences Rayce's skateboarding by providing a sense of balance (e.g., equilibrium, information about position of the head in relation to gravity).

**OR**

The response must indicate that disruption of this sense leads to dizziness.

**Acceptable explanations include:**

- *Rayce's vestibular sense allows him to maintain balance as he's performing tricks.*
- *Rayce becomes dizzy doing the stunts because his vestibular sense is out of whack.*

**Unacceptable explanations include:**

Responses that refer to kinesthesia, the cerebellum, or the inner ear without reference to balance.

- *Rayce's inner ear helps him do well as he skateboards.*

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**Social facilitation**

**1 point**

The response must indicate that Rayce will perform his tricks better if there is an audience present.

**OR**

The response must indicate Rayce will perform less well at a certain trick if he is not very good at that trick if an audience is present.

**Acceptable explanations include:**

- *After the crowd gathers, his jumps are higher, and his turns are tighter because of the crowd's presence.*
- *Because he is doing a fairly new trick the presence of a crowd impedes his performance.*

**Unacceptable explanations include:**

- *Rayce is very social, so he enjoys performing in front of the crowd.*

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**Incentive theory**

**1 point**

The response must indicate that Rayce is motivated to perform because he is receiving some external reward (e.g., money, praise, applause, cheering, approval).

**Acceptable explanations include:**

- *Rayce rides his skateboard for the crowd because he wants the applause from the crowd.*

**Unacceptable explanations include:**

Responses that refer to intrinsic motivation.

- *Rayce likes skateboarding because he finds it fun.*

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**Part B** Later, Rayce puts the video of himself online, complete with bright graphics and fast-tempo music. He quickly gains new customers for his business by allowing people to try his skateboard free for an hour.

Explain how each of the following relates to the effectiveness of this sales campaign.

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**Divergent thinking**

**1 point**

The response must indicate Rayce uses or considers many possible approaches to the campaign.

**OR**

The response must refer to divergent thinking as “thinking outside the box,” innovation, or creativity.

**Acceptable explanations include:**

- *Rayce used multiple approaches to his campaign with both a video and trying the skateboard free for an hour.*
- *Rayce came up with innovative ideas like the bright graphics.*
- *Rayce thinks creatively about how he can sell more skateboards.*

**Unacceptable explanations include:**

Responses that do not indicate that Rayce’s ideas are creative, innovative, or outside of the box or don’t explicitly state that he thought of different or multiple approaches.

- *Rayce used bright graphics and cool music.*

Responses that refer to convergent thinking.

- *Rayce comes up with the one best way to sell a skateboard.*

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**Peripheral route to persuasion**

**1 point**

The response must indicate the campaign used attention-grabbing elements.

**Acceptable explanations include:**

- *Rayce uses graphics and music in his video to persuade people to buy his skateboards.*
- *Customers are persuaded to buy the boards by the cool soundtrack in the video.*

**Unacceptable explanations include:**

Responses that refer to central route to persuasion or specific information (e.g., facts, statistics, logic, details) about the skateboard.

- *Rayce informs people about a study that was conducted that showed that his skateboards allow skaters to jump three inches (on average) higher than they normally do when performing an Ollie.*

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**Reciprocity norm**

**1 point**

The response must indicate that because potential customers are getting something from Rayce (e.g., one-hour free trial, a sticker, cool hat), they feel obliged to return the favor by making a purchase or promoting the product.

**Acceptable explanations include:**

- *Because Rayce allowed them to try the skateboard for free, customers returned the favor by buying a skateboard.*

**Unacceptable explanations include:**

Responses that do not clearly refer to how the customer reciprocated.

- *Rayce was nice and gave customers one free hour with the skateboard, so they reciprocated.*

Responses that refer to motivation or modeling.

- *People saw Rayce do cool tricks in the video and wanted to do cool tricks like him.*