

2003 AP[®] PSYCHOLOGY FREE-RESPONSE QUESTIONS

2. A. Define the following psychological concepts.
- Cognitive dissonance
 - Conformity
 - Incentive motivation
 - Negative reinforcement
 - Physiological addiction
- B. Use one specific example for each of the concepts in part A to explain how the concept might relate to either the development of or the continuation of a smoking habit. It is not necessary to use the same example for each concept.

END OF EXAMINATION

AP[®] PSYCHOLOGY

2003 SCORING GUIDELINES

Question 2 (cont'd.)

Conformity

Point 3 (definition). Group standards or indirect pressure lead a person to *change or adjust behavior or beliefs* to bring them in line with a group.

- Do not score answers that fail to establish a change or adjustment (e.g., conformity is when one behaves in a certain way to follow others or because others are doing it). Indicators of change or adjustment include phrases like “One behaves to fit into the group” or “One molds one’s behavior to the group.”
- Do not score changes due to direct pressure (compliance or obedience).

Point 4 (example application). Smoking behavior may *change* as a result of the influence of group standards or indirect pressure from a social group.

- “I smoke because my friends do” does not score.
- “I now smoke because my friends do” does score.

Incentive Motivation

Point 5 (definition). Behavior results from (accept “is motivated by”) the desire to attain an external reward or goal object. The reward or goal object must be known in advance.

- “A behavior is followed by a reward” does not score.
- “A person does something to obtain a reward” does score.

Point 6 (example application). The student must explain how an external incentive can produce the development, continuation, or cessation of smoking behavior. Examples may include characteristics of tobacco products (e.g., taste), marketing promotions (e.g., branded clothing), or social benefits (e.g., acceptance).

- It is sufficient to use the term “reward” as an example of an incentive.
- Do not score internal incentives (e.g., “I smoke because it provides relaxation” or “I smoke because of how it makes me feel”), but assume that an incentive is external unless there is language to indicate otherwise.
- Do score the point if a student argues that tobacco itself can be used as an incentive for other behaviors (e.g., “A person smokes more if he rewards himself with cigarettes for finishing other tasks”).

Negative Reinforcement

Point 7 (definition). The strengthening, continuation, or reinforcing of a behavior when the behavior is followed by the removal of a stimulus (often identified as aversive or unpleasant).

Point 8 (example application). Smoking-related behaviors are influenced because they provide escape from or avoidance of stress, tension, anxiety, withdrawal symptoms, or other unpleasant stimuli.