

2006 AP® PSYCHOLOGY FREE-RESPONSE QUESTIONS

PSYCHOLOGY

SECTION II

Time—50 minutes

Percent of total grade— $33\frac{1}{3}$

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.

1. Psychologists use a variety of research methods to study behavior. Three of the main research methods used are
 - Case study
 - Correlational study, and
 - Experiment.
 - A. Discuss one advantage of each research method listed above.
 - B. Discuss one disadvantage of each research method listed above.

Pretend you are a psychologist who will use each of the three research methods—case study, correlational study, and experiment—to determine the effect of taking vitamin J on improving memory.

- C. For each method listed above, explain a key characteristic of the basic approach you could use to reach a scientific conclusion about the relationship between taking vitamin J and improving memory. You need not design a complete study.

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2. Zoey wants to buy a new car but is having difficulty deciding what kind of car to buy. She is feeling anxious and wants to make a decision soon. Zoey visits several local car dealers and asks for the advice of some of her friends. Explain how each of the following could influence her decision. Be sure to discuss each concept in the context of Zoey’s decision.

- Approach-avoidance conflict
- Central route to persuasion
- Heuristics
- Individualism
- Rationalization
- Self-efficacy
- The autonomic nervous system
- The foot-in-the-door phenomenon

STOP

END OF EXAM