

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. Part A

Jordan recently moved to a new school for her senior year of high school, and she has been adjusting to her new environment.

Explain how each of the following relates to Jordan’s adjustment to her new school.

- Spotlight effect
- Cognitive map
- Jordan’s low level of the Big Five trait of extraversion

Part B

Jordan tries out for and makes the debate team. Jordan has made friends with other members of the team, and she really enjoys sitting with them at lunch every day. The coach is impressed with Jordan’s debate skills, so he makes her captain of the team. When Jordan starts to help the coach plan for the next big debate, her friends stop sitting with her at lunch. She then stops helping the coach plan for the next debate but ends up winning it.

Explain how each of the following concepts relates to the scenario.

- Negative punishment
- Formal operational stage of cognitive development
- Actor-observer bias concerning Jordan’s debate performance
- Jordan’s high level of self-efficacy

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. Mobile Gamer Central (MGC) is preparing to launch a new game app. The advertisements for this new game are brightly colored, have lively music, and feature celebrities playing the game. To generate interest in the game, MGC pays to have these advertisements pop up multiple times while people are using other apps on their phone. The marketing director is pleased with the advertising campaign and thinks the game is really fun to play.

Part A

Explain how each of the following concepts relates to the scenario.

- Peripheral route to persuasion
- False consensus effect
- Mere-exposure effect

Part B

After a few weeks with moderate success, MGC's marketing director decides to test the most effective ways to increase sales of the game. Marketing researchers recruit 100 people to play the new game. They randomly assign half of the people to observe someone demonstrating how the game is played and assign the other half of the people to play the video game themselves. Participants rate how likely they are to buy the game on a scale of 1 (not likely) through 10 (very likely). Results are presented in the table.

Participants' Rating	Observed Game Demonstration (n = 50)	Personally Played Game (n = 50)	p value
Mean	6.31	2.04	< 0.001
Standard Deviation	1.25	0.80	

- Identify the operational definition of the dependent variable in the study.
- Explain what the difference between the standard deviations in the study indicates.
- Explain why random assignment is necessary for determining cause and effect in the study.
- Explain what the *p* value allows MGC to conclude about the study.

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.

Unacceptable explanations include:

- *Jordan enjoys being in the spotlight and getting everyone's attention.*
 - *Jordan worries that people are staring at her.*
-

Cognitive map

1 point

Response must indicate that Jordan forms a mental representation of the school layout, which allows her to navigate.

OR

Response must indicate that Jordan does not form a mental representation of the school layout, which hinders her navigation.

Acceptable explanations include:

- *After a few weeks at the school, Jordan has developed a pretty good mental representation of the school's layout, so she can easily find everything now.*
- *Because Jordan never developed a mental representation of the layout of her new school, she struggles to find the gymnasium.*

Unacceptable explanations include:

- *Jordan memorized the map of her school to get around.*
-

Jordan's low level of the Big Five trait of extraversion

1 point

Response must indicate that Jordan's low level of extraversion (e.g., lack of sociability, lack of outgoingness, not getting energy from large crowds, etc.) will make her less likely to interact with others at school.

Acceptable explanations include:

- *Because Jordan is not that outgoing, she finds it hard to make friends at her school.*
- *Because Jordan is not comfortable interacting with others, she won't ask questions of the teacher.*

Unacceptable explanations include:

- *Jordan is outgoing so she makes friends easily.*
-

Part B Jordan tries out for and makes the debate team. Jordan has made friends with other members of the team, and she really enjoys sitting with them at lunch every day. The coach is impressed with Jordan's debate skills, so he makes her the captain of the team. When Jordan starts to help the coach plan for the next big debate, her friends stop sitting with her at lunch. She then stops helping the coach plan for the next debate but ends up winning it.

Explain how each of the following concepts relates to the scenario.

Negative punishment

1 point

Response must indicate that because Jordan's friends stop sitting with her at lunch, she stops helping the coach plan for the next debate.

Acceptable explanations include:

- *Because Jordan's friends stop sitting with her at lunch, Jordan stops helping the coach plan the debate.*
- *Jordan stops planning with the coach because her friends stop sitting with her at lunch.*

Unacceptable explanations include:

- *Jordan changes her behavior because bad things happen to her.*
- *Jordan stops helping the coach to get her friends to sit with her at lunch.*

Formal operational stage of cognitive development

1 point

Response must indicate that Jordan is in the stage of development where she can think abstractly and hypothetically (e.g., critical thinking, reasoning, etc.).

Acceptable explanations include:

- *Jordan being good at debate shows that she can think abstractly and hypothetically, which is formal operational thinking.*

Unacceptable explanations include:

- *Jordan can think well now that she has grown older.*

Responses that include sensorimotor, preoperational, and concrete operational thinking.

- *Jordan can think well about object permanence.*