

1999

The College Board
Advanced Placement Examination

PSYCHOLOGY

Time – 50 minutes

Percent of total grade – 33 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 question posed.

Question 1

A. Describe the role of each of the following mechanisms in determining an individual's eating habits and body weight.

Biological Mechanisms

Body or brain chemistry
Brain structure
Genetics

Learning Mechanisms

Reinforcement
Modeling
Cultural factors

B. Select *one* biological and *one* learning mechanism and discuss the implications of each for weight management.

Question 2

In a study, researchers use a photograph taken in a public park to examine how people perceive, learn, and remember information. In the photograph, a woman is standing near a man who is seated on a park bench. The woman appears to be shouting at the man.

Participants in the study are exposed to the photograph for ten seconds and then are shown, each for ten seconds, several other photographs of people interacting. When all the photographs have been shown, the participants are asked about what they saw in the "public park" photograph. A significant number of participants describe the man as being the aggressor in an apparent disagreement with the woman.

Describe how each of the following concepts helps explain the perception of these participants. Be sure to begin by defining each concept in psychological terms.

schema
retroactive interference
representativeness heuristic
confirmation bias
framing