

24.5

Instructions: Questions are self-explanatory. Give precise and to the point answer to each question.

1. Discuss the basic goals of psychology.

Goals of Psychology are as follows

- 1) Describe → gather information from past research.
- 2) Explain → explain the need of it
- 3) Predict → using past data, predict future behaviour
- 4) Influence → using past data, one can influence future behaviour
- 5) Basic Science → For knowledge only
- 6) Applied Science → when knowledge is used in problem solving

1.0

2. According to Ben Goldacre, what measures can be taken to reduce the effects of bad science?

According to Ben Goldacre to reduce the effects of bad science Psychological measures should also be taken care along with technical and economical measures. According to him people should not blindly follow what is told to them. Equal weightage should be given to values and ethics. For example person running restaurant should focus on both maintaining the quality of food and proper hygiene. Before accepting any information proper statistic should be seen and taken care of.

1.0

3. Justify whether all cognitive process are top-down or bottom-up driven?

Cognitive process involve thinking, knowing, remembering, perception, decision making, Problem solving, etc.

The processes which focus only on data are bottom-up driven (data driven). and cognitive processes are data driven (Bottom-up driven). Reconstruction includes both top-down or bottom up processes.

1.0

4. What is the role of selective attention in perception?

Selective attention: It is the process of focusing on one particular task and simultaneously ignoring other task happening in the surrounding. After the stimuli is detected from the surrounding, selective attention helps humans to compel focus on task of their own interest and desire. Eg of selective attention is dichotic listening task and Stroop task.

1.0

5. Differentiate between moods and emotions.

### Emotions

These are event specific and cause of occurrence is clear

Last for small duration of time.

Specific and contains many forms (anger, sad, happy, disgust, etc)

Can be expressed by facial expressions.

### Moods

1) These are not event specific and cause is generally not known.

2) Last for relatively longer period

3) Generally of two types positive or negative which then contains many emotions

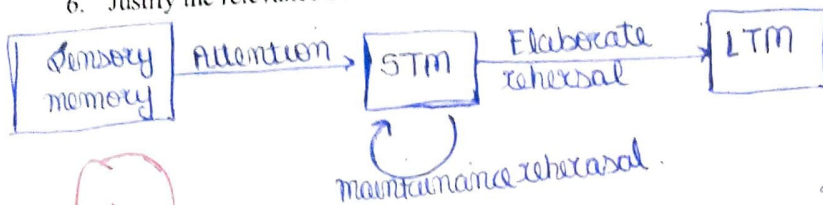
4) Are not expressible by face.

2.0

14.5 = 1.5



6. Justify the relevance of two different types of rehearsals with respect to short term and long term memory.



To maintain info in STM, maintenance rehearsal is required (eg repeating OTP) and to maintain information in LTM (elaborate rehearsal is required i.e. adding meaning and associating)

7. What is the role of binocular and monocular cues in the process of perception?

Distance Perception: It helps us to measure distance of an object from us or from any other object. Image from retina gives information about width & height. For depth perception binocular and monocular cues are required.

Monocular cues:

- 1) Elevation
- 2) Absolute / Familiar Size

Binocular cues: (a) Disparity due to different images formed in both eyes.

(b) Convergence: when object is placed very close to eyes there is inward angle formation.

- 3) Relative size
- 4) Perspective
- 5) Relative motion
- 6) Light / dark shades
- 7) Interposition

All these cues provide us with the idea of object is relatively close or far from us or any other object. Monocular cues require only one eye, whereas Binocular cues use both eyes in perceiving depth.

8. What is social cognition and how does it influence memory?

Social Cognition: It is the study of mental processes involved in thinking, knowing, remembering, decision making, perceiving the world around us, our initiative to understand the world, how we see ourselves in this world.

Due to this social cognition a schema is made by humans in their mind which largely affects memory due to its constructive nature.

Attention: we are more likely to notice things inconsistent with our schema.

Encoding: It is the process through which information is converted to a form that can enter memory and information inconsistent with our schema is stored in long term memory.

Retrieval: It is relatively easy to retrieve the information which is consistent with our schema. So what ever schema we form in process of social cognition largely influences our memory.

9. Differentiate among the structures of personality as proposed by Freud.

Structures of Personality proposed by Freud are Id, Ego and Super Ego. According to Freud our motives are driven by these three and he compared human mind with iceberg with its 1/7 th part above water.

### ID

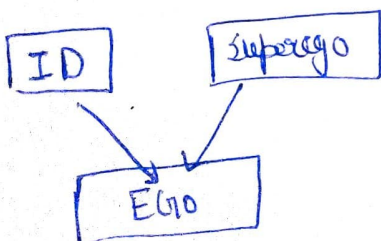
It is the unconscious part of mind. It is the part which immediately responds to desires and always seeks pleasure and run away from pain & effort.

### EGO

It is the conscious part of mind. It is the decision making part. It also seeks pleasure but keeps in mind the laws of society and apply logic & reasoning. It tells ego to cooperate with norms of society.

### Superego

It is also unconscious part of mind. It is of values and morals. It has an inner voice that one should take care of the values from parents and society. It persuades ego and id to stop seeking for pleasure.



- Our mind consists of Three parts
- ① conscious → thoughts & perception
  - ② subconscious → memories & knowledge
  - ③ unconscious → Negative feelings



10. Lie detector test is not considered as a substantial evidence in the court. Justify the statement. 2.0

2. Lie detector test makes decision on the basis of how human body reacts to some particular questions. For example heart beat, pulse rate, muscle rate, sweat etc. as these become abnormal when a person lie. But it is not a substantial evidence because our memory and very constructive and can be easily manipulated. A person can easily control his/her body response to a particular question and the lie may get unnoticed. As humans have gained control over their emotions, feelings, perceptions etc.

11. Critically analyze the different components of observational learning? 2.0

Components of Observational learning are:

- 1) Attention → Process of taking in of information for purpose of learning. It is a must to acquire knowledge.
- 2) Retention → To remember what you have learned because learning and remembering are different.
- 3) Reproduction → To use what is learned and do the same.
- 4) Motivation → After ab being able to reproduce what is learned there should be motivation to do that task again which can be given by any reward.

12. Discuss the relevance of context-content/expectations in the process of perception with real life example. 2.5

Perception: It involves taking in of information, processing it and interpreting it.

It involves → Selection  
→ Recognition  
→ Organization  
→ Interpretation

1.5  
Perception plays a very important role in real life. As said by Rury Shodland perception is leaky. It is everything.

For example → we will think our car drives better after it gets washed.

→ Branded medicines are better and more effective than non branded ones.

→ Google is best search engine than any others because it focuses only on one task and one who specialises in one is better than others who specialises in many things.

our process of taking information and interpreting it plays a very important role in how we make decisions, behave in society, what norms we follow, etc.

People usually take that information which is consistent with their schema and their expectations. They will be reluctant to take information beyond their expectations.

13. Both positive and negative reinforcement strengthen behavior. Justify with examples. 2.5

Reinforcement: It is the response from environment that increases the probability of occurrence of a behaviour. So in this way reinforcement always strengthen our behaviour.

For example in Skinner Experiment pushing/pressing lever was a behaviour by rat. Food was reinforcement due to which rat repeatedly pressed lever whenever it was hungry.

Positive Reinforcement

→ There is addition of something

Behaviour: Studied for exam

Result/Reinforcement: Got A grade

Consequence: will again study for exams

↑  
addition

Negative Reinforcement

Behaviour: Removing trash from house

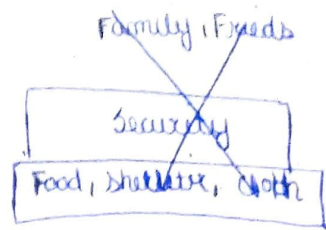
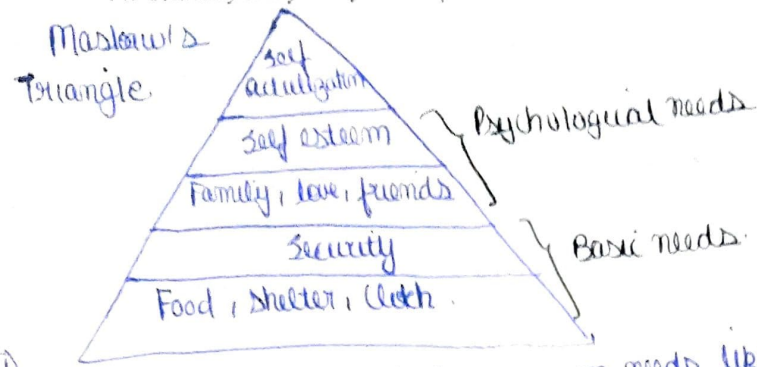
Reinforcement: feel smell goes away

consequence: will again remove trash from house.

↑  
removal.

In both these examples behaviour is strengthened.





- ① **Basic Needs**: It contains the common needs like food, shelter, clothing, vehicle etc. A company should provide its employees with a decent salary so that they can atleast fulfill their basic requirement. It also includes security of health, property, jobs that should be provided to an employee so as for the proper upbringing of family.
- ② **Psychological needs**: This includes self-esteem of a person. Self-esteem → achievements, respect for and by others, rewards. This can be provided by company by giving employees promotions, reward etc.
- Social environment** → It includes desire of family, friends, love etc. In a company work should be assigned in groups so as to motivate team work.
- But all the people are not driven by same set of desires at a particular time. It is the most powerful unfulfilled desire that drives a person.
- Self actualization → taking facts as they are, being non prejudiced, self satisfied etc.

15. In the context of the Indian Legal System punishment is not proving to be an effective way of desired change in the human behavior. Justify the relevance of this statement with the help of operant conditioning.

4.0

- Criminal Behaviour** → It is associated with reinforcement. Punishment will not decrease the rate of these criminal activities until and unless it is very severe and is given immediately.
- Punishment can reduce the rate of crimes but cannot completely eliminate it from surrounding. So it is not proving to be an effective way of desired change in human behaviour.
- Operant Conditioning** involves reinforcement and punishment. A person who is performing an criminal activity gets some kind of reinforcement. Then it is very natural that he/she will repeat that behaviour.
- Reinforcement → These are the responses from environment that increases the probability the occurrence of a certain type of behaviour.
- Someone who steals a car get car as a reinforcement. So next time this person will definitely perform this activity again as it is fulfilling his desires and needs.
- Punishment until and unless very severe will not affect human behaviour.
- In operant conditioning if a person is more influenced by reward than punishment as a consequence of performing same behaviour then it's his natural tendency to perform it again.
- This is the case with all criminals.