

# OCR

Oxford Cambridge and RSA

## Thursday 4 June 2015 – Afternoon

### GCSE PSYCHOLOGY

**B542/01** Studies and Applications in Psychology 2

Candidates answer on the Question Paper.

**OCR supplied materials:**

None

**Other materials required:**

None

**Duration:** 1 hour 15 minutes



Candidate forename		Candidate surname	
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Centre number						Candidate number				
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#### INSTRUCTIONS TO CANDIDATES

- Write your name, centre number and candidate number in the boxes above. Please write clearly and in capital letters.
- Use black ink. HB pencil may be used for graphs and diagrams only.
- Answer **all** the questions.
- Read each question carefully. Make sure you know what you have to do before starting your answer.
- Write your answer to each question in the space provided. If additional space is required, you should use the lined pages at the end of this booklet. The question number(s) must be clearly shown.
- Do **not** write in the bar codes.

#### INFORMATION FOR CANDIDATES

- The number of marks is given in brackets [ ] at the end of each question or part question.
- The total number of marks for this paper is **80**.
- The quality of your written communication will be taken into account in marking your answers to the questions marked with an asterisk (\*).
- This document consists of **16** pages. Any blank pages are indicated.

Answer **all** questions.

**SECTION A – Cognitive Psychology**

**Perception**

1 From the list below, identify **two** types of constancy in perception.

Show your answer by ticking the relevant boxes.

- code constancy
- colour constancy
- shape constancy
- short constancy

[2]

2

**A First Date**

Max was going on a first date with Suzi whom he knew from work. He was waiting for her on a busy train platform. Max kept mistaking other people for Suzi because he was expecting her to be there. In the end, she turned up 20 minutes late. By this stage, Max was so excited to see Suzi that she looked more attractive than normal.

Using the source:

Identify the **two** examples that show the effect of perceptual set.

- 1 .....
- 2 .....

[2]

3 (a) Identify **one** psychological technique used in advertising.

.....  
 ..... [1]

(b) Outline how this technique can be used to influence an audience's perception of a product.

.....  
 .....  
 .....  
 ..... [2]

4 Look at the following picture where the depth cues have been labelled.

Label 1 – The bases of the posts that are further away are higher in the picture.



Label 3 – Parallel edges of the shelter converge into the distance.

Label 2 – The writing on the platform is clearer when it is nearer.

Label 4 – People at the front appear bigger than those in the distance.

(a) Name the depth cue that is being described in Label 1.

..... [1]

(b) Name the depth cue that is being described in Label 2.

..... [1]

(c) Name the depth cue that is being described in Label 3.

..... [1]

(d) Name the depth cue that is being described in Label 4.

..... [1]

5 Explain ways in which some psychologists criticise the constructivist theory of perception.

.....  
.....  
.....  
.....  
.....  
.....  
.....  
.....  
.....  
..... [4]

SECTION B – Developmental Psychology

**Cognitive Development**

6

**Piaget’s Stages**

Piaget believed that children’s minds develop in the same way all over the world. He said a child’s mind develops in stages which are fixed by age. The first stage lasts from birth to two years and the fourth stage occurs at eleven years onwards.

Using the source:

(a) Identify the phrase that refers to the idea of *universal* stages.

..... [1]

(b) Identify the phrase that refers to the idea of *invariant* stages.

..... [1]

7 Piaget’s theory of cognitive development includes:

- universal stages
- invariant stages

Choose **one** of these features and outline **one** criticism of it.

Feature: .....

Criticism: .....

.....

.....

..... [2]

8 Outline the following stages of cognitive development:

(a) Sensori-motor stage;

.....  
.....  
.....  
..... [2]

(b) Formal operational stage.

.....  
.....  
.....  
..... [2]

9 Piaget's theory is just one explanation of cognitive development.

Outline **one other** explanation of cognitive development.

.....  
.....  
.....  
.....  
.....  
..... [3]

10 Piaget (1952) carried out an experiment using rows of counters.

Complete the passage on Piaget's study by filling in the gaps.

You must choose a different term for each gap from the list below.

**conservation      decentration      reversibility      concrete      formal      pre**

Piaget tested the ..... of number by using rows of counters. When he stretched out a row of counters, children in the ..... operational stage thought there were more counters in the row. However, children in the ..... operational stage knew that the properties of the row could not change. [3]

11 Give **one** limitation of Piaget's experiment where he used rows of counters.

.....  
..... [1]

**SECTION C – Social Psychology**

***Non-Verbal Communication***

**12** Explain how evolutionary theory relates survival to non-verbal communication.

.....  
.....  
.....  
..... [2]

**13** Social learning theory is one explanation of non-verbal communication.

Draw a line to match each social learning term with its correct definition.

<b>Term</b>	<b>Definition</b>
Imitation	To watch how a role model is behaving.
Reinforcement	To copy the behaviour of a role model.
Punishment	To receive a negative outcome following a behaviour.
	To strengthen a behaviour through reward.

[3]

**14** Outline **one** example of a cultural variation in non-verbal communication.

.....  
.....  
.....  
..... [2]

15 Yuki *et al* (2007) carried out a study into how facial expressions were interpreted.

Describe **two** limitations of Yuki *et al*'s findings.

1 .....

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2 .....

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[4]

16 Explain how research into non-verbal communication can be applied in real-life settings.

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[4]



**SECTION D – Biological Psychology**

***Criminal Behaviour***

**17** Some psychologists suggest that one facial feature associated with criminals is a low forehead.

Give **two other** facial features which have been associated with criminals.

1 .....

2 .....

**[2]**

**18** Explain **one** difficulty of measuring crime.

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**[3]**

**19** Describe how criminal behaviour is explained by brain dysfunction.

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**[4]**



**SECTION E – Individual Differences**

***The Self***

**21** Van Houtte & Jarvis (1995) used an interview to compare the self esteem of pet owners and non-pet owners.

Outline other features of the procedure used in this study.

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..... [3]

**22** Identify whether the following statements are **true** or **false**.

Give your answer by circling either TRUE or FALSE as shown below.

<input checked="" type="radio"/> TRUE	<input type="radio"/> FALSE
<input type="radio"/> TRUE	<input checked="" type="radio"/> FALSE

**(a)** Van Houtte & Jarvis' sample did not represent a wide age range.

<input type="radio"/> TRUE	<input type="radio"/> FALSE	[1]
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**(b)** Van Houtte & Jarvis' findings cannot be generalised to other cultures.

<input type="radio"/> TRUE	<input type="radio"/> FALSE	[1]
----------------------------	-----------------------------	-----

**(c)** Van Houtte & Jarvis only interviewed females.

<input type="radio"/> TRUE	<input type="radio"/> FALSE	[1]
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**ADDITIONAL ANSWER SPACE**

If additional answer space is required, you should use the following lined pages. The question number(s) must be clearly shown in the margins.

This section of the page is a large, empty area of lined paper. It consists of approximately 25 horizontal dotted lines spaced evenly down the page. A solid vertical line runs down the left side of this area, creating a margin. The rest of the page is blank white space.



**PLEASE DO NOT WRITE ON THIS PAGE**



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