

Centre Number						Candidate Number				
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Other Names										
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For Examiner's Use	
Examiner's Initials	
Question	Mark
1	
2	
3	
4	
5	
TOTAL	



General Certificate of Secondary Education
June 2015

Psychology Psychology (Short Course)

41801

Unit 1 Making Sense of Other People

Monday 1 June 2015 1.30 pm to 3.00 pm

You will need no other materials.
You may use a calculator.

Time allowed

- 1 hour 30 minutes

Instructions

- Use black ink or black ball-point pen.
- Fill in the boxes at the top of this page.
- Answer **all** questions.
- You must answer the questions in the spaces provided. Do not write outside the box around each page or on blank pages.
- Do all rough work in this book. Cross through any work you do not want to be marked.

Information

- The marks for questions are shown in brackets.
- The maximum mark for this paper is 80.
- In questions 3(a) and 3(c), you will be marked on your ability to:
 - use good English
 - organise information clearly
 - use specialist vocabulary where appropriate.
 Answer these questions in **continuous prose**.



J U N 1 5 4 1 8 0 1 0 1

Section A Memory

Answer **all** questions in the spaces provided.

1 (a) Look at the following processes.

Changing information so that it can be stored in memory	
Holding information in memory	

From the following list of terms, choose the **one** that matches each process and write either **A**, **B** or **C** in the box next to it. Use any letter only **once**.

- A** Storage
- B** Retrieval
- C** Encoding

[2 marks]

1 (b) Two students described how they prepared for History examinations. This is what they said to each other:

Peter: "I keep repeating information over and over. I hope that if I do this enough times, the information will get into my long-term memory and stay there."

Bart: "I prefer trying to put myself into the scene. I imagine myself being there at the time the events happened."

There are three explanations of memory (multi-store, levels of processing and reconstructive). Identify the explanation that matches each student's description. Refer to the conversation to support **each** part of your answer."

[4 marks]

Peter:

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Bart:

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1 (c) Describe **one** study in which a factor affecting the reliability of eyewitness accounts was investigated. Include in your answer the aim of the study, the method used, the results obtained and the conclusion drawn.

[4 marks]

Aim:

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Method:

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Results:

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Conclusion:

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1 (d) Psychologists have claimed that some studies of eyewitness accounts lack ecological validity. Explain why these studies might lack ecological validity.

[3 marks]

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Turn over ►



1 (e) Look at the following definitions of forgetting.

Loss of memory for events that happened before brain damage occurred	
Information we have recently learnt hinders our ability to recall information we have previously learnt	

From the following list of terms, choose the one that matches each definition and write either **A**, **B** or **C** in the box next to it. Use any letter only **once**.

- A** Anterograde amnesia
- B** Interference
- C** Retrograde amnesia

[2 marks]

15



Section B Non-verbal communication

Answer **all** questions in the spaces provided.

2 (a) The following conversation took place between two students after a class.

Carole: "Have you noticed that our teacher never makes eye contact with you when he is talking to you?"

Hayley: "Yes. I think that's why I can never tell if it's my turn to speak when I have a conversation with him."

Explain **one** function of eye contact. Use the conversation above to support your answer.

[2 marks]

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2 (b) (i) Some facial expressions are recognised in most societies. Is this statement true or false? (Tick the correct box.)

[1 mark]

TRUE	FALSE

2 (b) (ii) Choose **one** study in which the relationship between facial expressions and the hemispheres of the brain was investigated. Describe the method used by the researcher(s) in your chosen study.

[2 marks]

Method:

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Turn over ►



2 (c) Read the following article.

Waitresses are being trained to get bigger tips!

Customers were shocked to find that the waitresses in a local restaurant had been trained to get bigger tips. The manager told them to squat down when taking orders. "I couldn't believe how I had been fooled so easily into giving a generous tip by just a simple gesture," said one unsuspecting customer.

2 (c) (i) Imagine that you are going to conduct a study to investigate how a gesture used by waitresses (such as squatting down in front of customers), affects the size of the tips that the customers give. Use your knowledge of psychology to describe:

- what you would do to carry out your study
- the results you would expect to find in your study.

[4 marks]

What I would do:

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The results I would expect to find:

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2 (c) (ii) What else might have affected the tipping behaviour of participants in the study that you have described in your answer to 2(c)(i)? Explain your answer.

[3 marks]

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2 (d) Three of the following statements are practical implications of studies of non-verbal communication (NVC). The others are not.

Put a tick next to the **three** statements that are practical implications of studies of non-verbal communication.

Studies of NVC show that:

Tone of voice is important when conveying messages.	<input type="checkbox"/>
Pupil dilation has no effect on emotion.	<input type="checkbox"/>
The posture that someone adopts makes no difference to how much they are liked.	<input type="checkbox"/>
We don't like people whose pupils are dilated.	<input type="checkbox"/>
The use of personal space in conversation varies with culture.	<input type="checkbox"/>
Postural echo gives an unconscious message of friendliness.	<input type="checkbox"/>

(Tick **three** boxes only.)

[3 marks]

15

Turn over for the next section

Turn over ►



Section D Stereotyping, Prejudice and Discrimination

Answer **all** questions in the spaces provided.

4 Read the following article that appeared in a travel magazine.

Holiday-makers be warned!
Get up early if you want a sun bed

A young couple recently returned from a holiday hotel in Spain. They warned other holiday-makers to get up early if they wanted to get a sun bed next to the swimming pool. One of them said, "Our hotel had a lot of foreigners staying there and you know what foreigners are like. They always reserve their sun beds before breakfast by throwing their towels on them."

4 (a) What is meant by the term **stereotype**? Refer to the article in your answer.

[3 marks]

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4 (b) (i) A psychologist wanted to investigate the helping behaviour of football fans. On several occasions, he arranged for a confederate to fall over and appear injured in front of Aston Villa fans.

Half of the time, the confederate was wearing an Aston Villa shirt. The rest of the time he wore a Birmingham City shirt. The psychologist noted the number of times the confederate was helped in each condition.

Using your knowledge of psychology, outline the results that you would expect the psychologist to find **and** the conclusion that the psychologist could draw from the results.

[3 marks]

Results:

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Conclusion:

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4 (b) (ii) Explain **at least one** ethical issue that might have occurred in the study described in **4(b)(i)**.

[3 marks]

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Question 4 continues on the next page

Turn over ►



Section E Research Methods

Answer **all** questions in the spaces provided.

5 (a) The most common method of investigation used in Psychology is to conduct experiments. Outline **one** advantage and **one** disadvantage of this method of investigation.

[4 marks]

Advantage:

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Disadvantage:

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Question 5 continues on the next page

Turn over ►



- 5 (b) (i)** A Psychology teacher was worried that the temperature in her classroom was having an effect on her students' performance in tests. She thought students performed better when the temperature was cool compared with when it was warm. She decided to conduct an experiment using two of her GCSE Psychology classes as participants.

This is what she did:

- One morning, she adjusted the classroom temperature to 25 °C (the warm condition). Then she gave a test containing 30 questions to the GCSE students who were in the classroom.
- Later that day, for her other class of students, she adjusted the classroom temperature to 18 °C (the cool condition). Then she gave the same test to these GCSE students who were in the classroom.
- To measure each student's performance, she counted the total number of questions they answered correctly.
- None of the students in either class realised that they were taking part in the experiment.

Identify the independent variable in this experiment.
(Tick the correct box.)

[1 mark]

The test containing 30 questions	<input type="checkbox"/>
The number of questions answered correctly	<input type="checkbox"/>
Whether the temperature was cool or warm	<input type="checkbox"/>

- 5 (b) (ii)** From the following statements, choose the **one** that is written as a testable hypothesis for this experiment.
(Tick the correct box.)

[1 mark]

More will answer questions correctly when the temperature is cool compared with when it is warm.	<input type="checkbox"/>
Students will answer more questions correctly when the temperature is cool compared with when it is warm.	<input type="checkbox"/>
Students are more likely to answer questions better when the temperature is cool compared with when it is warm.	<input type="checkbox"/>



5 (c) Identify the experimental design used in this experiment.
(Tick the correct box.)

[1 mark]

Matched pairs	<input type="checkbox"/>
Repeated measures	<input type="checkbox"/>
Independent groups	<input type="checkbox"/>

5 (d) Apart from counting the total number of questions each student answered correctly, what calculation could the teacher make to compare the performance of the two classes? Give a reason for your choice.

[2 marks]

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5 (e) (i) Apart from the questions that were asked in the test, state **one other** procedure that should have been standardised in this study. Give a reason for your answer.

[2 marks]

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Question 5 continues on the next page

Turn over ►



5 (e) (ii) The teacher used standardised procedures. Briefly explain why it is necessary to use standardised procedures in this study.

[2 marks]

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5 (f) Look at the following advantages of different sampling methods.

This sampling method is quick and easy because members of the target population, who happen to be available, take part in the study.	
This sampling method produces a representative sample because different subgroups of the target population are identified and every member of each subgroup has an equal chance of being selected for the study.	
This sampling method avoids experimenter bias because every 6th member of an alphabetical list of the target population is selected for the study.	

From the following list of sampling methods, choose the **one** that matches **each** advantage and write either **A, B, C** or **D** in the box next to it. Use any letter only **once**.

- A Random
- B Opportunity
- C Systematic
- D Stratified

[3 marks]

5 (g) (i) What is meant by an **extraneous variable**?

[1 mark]

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5 (g) (ii) Briefly explain why extraneous variables need to be controlled in experiments.

[1 mark]

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5 (h) (i) Conducting research in a natural setting has both advantages and limitations. One advantage is that the research often has high ecological validity. State why this is so.

[1 mark]

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5 (h) (ii) State **one** limitation of conducting research in a natural setting.

[1 mark]

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END OF QUESTIONS



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