AS
PSYCHOLOGY
(7181/1)
Paper 1 Introductory Topics in Psychology

2016 Morning Time allowed: 1 hour 30 minutes

Materials
For this paper you may have:
• a calculator.

Instructions
• Use black ink or black ball-point pen.
• Fill in the boxes at the bottom 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 72.
• Questions should be answered in continuous prose. You will be assessed on your ability to:
  - use good English
  - organise information clearly
  - use specialist vocabulary where appropriate.

Please write clearly, in block capitals, to allow character computer recognition.
Section A
Social influence
Answer all questions in this section

For each answer completely fill in the circle alongside the appropriate answer.
CORRECT METHOD ✔️ WRONG METHODS ✗

If you want to change your answer you must cross out your original answer as shown. ✗
If you wish to return to an answer previously crossed out, ring the answer you now wish to select as shown. ❍

Which two of the following statements about Zimbardo’s prison study are correct?
Shade two boxes only.
The study showed how...
A roles affect behaviour.
B people obey authority.
C unanimity affects behaviour.
D people conform to the majority.
E behaviour is influenced by loss of identity.

[2 marks]

Many people have criticised Zimbardo’s prison study.
Identify and briefly discuss two reasons why people have criticised Zimbardo’s prison study.

[6 marks]
Social influence research helps us to understand how it is possible to change people’s behaviour: for example, understanding how to persuade people to eat more healthily.

With reference to this example of social change, explain how psychology might affect the economy.

[4 marks]
Read the item and then answer the question that follows.

Polly always checks what her friends are going to wear before she gets ready to go out because she does not like to be the odd one out.

Jed watches his colleagues carefully when he starts a new job so that he can work out where to put his things and how long to take for lunch.

Discuss two explanations for conformity. Refer to Polly and Jed in your discussion. [12 marks]

You may use this space to plan your answer.
Section B
Memory
Answer all questions in this section

Figure 1 is a diagram of the working memory model. Write the name of each of the four components of working memory in the space provided.

Figure 1

_________________   __________________   ____________________
_________________   __________________   ____________________
_________________   __________________   ____________________
[4 marks]

Read the item and then answer the questions that follow.

A researcher investigating the multi-store model of memory tested short-term memory by reading out loud sequences of numbers that participants then had to repeat aloud immediately after presentation. The first sequence was made up of three numbers: for example, 8, 5, 2. Each participant was tested several times, and each time the length of the sequence was increased by adding another number.

Use your knowledge of the multi-store model of memory to explain the purpose of this research and the likely outcome.
[4 marks]
After the study was completed, the researcher decided to modify the study by using sequences of letters rather than numbers.

Suggest one 4-letter sequence and one 5-letter sequence that the researcher could use. In the case of each sequence, give a justification for your choice. Use a different justification for each sequence.

[4 marks]
Martin is studying for his modern language exams. He revises French followed by Spanish on the same night and then gets confused between the two: for example, he remembers the French word for ‘chair’ instead of the Spanish word for ‘chair’. Sometimes, his mum helps to test Martin’s vocabulary. When he is unable to remember a word, his mum tells him the first letter, then he can often recall it correctly.

Discuss two explanations for forgetting. Refer to Martin's experiences in your answer. [12 marks]
Section C
Attachment

Answer all questions in this section

For each answer completely fill in the circle alongside the appropriate answer.

CORRECT METHOD ✐
WRONG METHODS ✗ ✗ ✗ ✗

If you want to change your answer you must cross out your original answer as shown. ✗

If you wish to return to an answer previously crossed out, ring the answer you now wish to select as shown. ✗

0 9 Read the item and then answer the questions that follow.

A child psychologist carried out an overt observation of caregiver-infant interaction. She observed a baby boy interacting separately with each of his parents. Using a time sampling technique, she observed the baby with each parent for 10 minutes. Her findings are shown in Table 1 below.

Table 1: Frequency of each behaviour displayed by the infant when interacting with his mother and when interacting with his father

<table>
<thead>
<tr>
<th></th>
<th>Gazing at parent</th>
<th>Looking away from parent</th>
<th>Eyes closed</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mother</td>
<td>12</td>
<td>2</td>
<td>6</td>
<td>20</td>
</tr>
<tr>
<td>Father</td>
<td>6</td>
<td>10</td>
<td>4</td>
<td>20</td>
</tr>
<tr>
<td>Total</td>
<td>18</td>
<td>12</td>
<td>10</td>
<td>40</td>
</tr>
</tbody>
</table>

0 9 1 Using the data in Table 1, explain the procedure used for the time sampling technique in this study.

[3 marks]
In what percentage of the total observations was the baby gazing at his mother? Show your calculations.

[2 marks]

Which one of the following types of data best describes the data collected in this study? Shade one box only.

[1 mark]

A Primary data
B Qualitative data
C Secondary data
D Continuous data

The study in Question 09 was an overt observation. Explain what is meant by ‘overt observation’.

[2 marks]
Outline the procedure used in one study of animal attachment.

[4 marks]

Briefly discuss one limitation of using animals to study attachment in humans.

[4 marks]
One theory about how and why babies form attachments is Bowlby’s monotropic theory.

Outline and evaluate Bowlby’s monotropic theory of attachment

[8 marks]
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