

Please write clearly in	n block capitals.
Centre number	Candidate number
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Forename(s)	
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AS **PSYCHOLOGY**

Paper 1 Introductory topics in psychology

Time allowed: 1 hour 30 minutes

Materials

For this paper you may use:

a calculator.

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.
- If you need extra space for your answer(s), use the lined pages at the end of this book. Write the question number against your answer(s).
- 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.
- You will be assessed on your ability to:
 - use good English
 - organise information clearly
 - use specialist vocabulary where appropriate.

For Examiner's Use	
Section	Mark
Α	
В	
С	
TOTAL	



Section A

Social Influence

Answer all questions in this section.

Only one	answer per question is allowed.	
For each of	question completely fill in the circle alongside the appropriate answer.	
CORRECT ME	THOD WRONG METHODS	
If you wan	t to change your answer you must cross out your original answer as shown.	\mathbf{X}
If you wish as shown.	n to return to an answer previously crossed out, ring the answer you now wish t	o select
0 1	In Milgram's experiment on obedience to authority, 65% of participants gave maximum shock when the experimenter was in the same room as the partic	
	For variations of Milgram's experiment, which of the following statements is	true?
	Shade one box only.	[1 mark]
	A When the experimenter and two disobedient confederates were in the same room as the participant, obedience levels increased.	0
	B When the experimenter and two obedient confederates were in the same room as the participant, obedience levels decreased.	0
	C When the experimenter gave instructions over the phone, obedience levels increased.	0
	D When the experimenter was in a different room to the participant, obedience levels decreased.	0



3 0 2 Explain what is meant by social change. [2 marks] 0 3 Steph's psychology teacher is leaving at the end of term. Steph would like to organise a surprise fancy dress party for her, but the rest of the class are not convinced that it is a good idea. Use your knowledge of two or more factors affecting minority influence to explain how Steph can persuade the rest of her class to accept her idea. [6 marks] Extra space

Turn over ▶

Do not write outside the

box



0 4	Describe the procedure of Zimbardo's research into social roles.	[6 marks]
	Extra space	
0 5	Explain one limitation of Zimbardo's research into social roles.	[3 marks]
		[5 marks]



0 6

A psychologist investigated differences in conformity between two age groups. Each participant completed a questionnaire to assess their level of conformity and was given an overall score. The higher the score, the higher the level of conformity. The psychologist then calculated average scores for each age group.

The results of the study are given in **Table 1**.

Table 1 Average conformity scores for the two age groups

Measures of central tendency	Group A Ages 11–15	Group B Ages 16–20
Mean	25	25
Median	29	21
Mode	33	18

0 6.1	Identify the type of distribution that the data suggest for each of Groups A and B . In each case justify your answer.	
		[4 marks]
	Group A	
	Group B	
0 6.2	Explain what the difference in mode values of the two age groups shows.	
		[2 marks]

Turn over ▶

24



Section B

Memory		
	Answer all questions in this section.	
0 7	A researcher investigated the accuracy of eyewitness testimony. Whilst stu- were listening to a lecture, they saw a man steal a bag from the floor at the lecture hall.	
	In Condition A , 10 students were asked individually to estimate the man's metres.	height in
	In Condition B , 10 other students took part in a group discussion about whad seen. They were then asked individually to estimate the man's height	
0 7.1	Identify the experimental design used in this study. Justify your answer.	[2 marks]
0 7.2	Identify the operationalised dependent variable in this study.	[2 marks]
0 7.3	Explain why the data in this study is primary data.	[2 marks]



0 7.4	A week later, the same students were asked to describe the man's facial fear estimate his age in years and weight in kilograms.	tures,
	Identify the qualitative data collected by the researcher. Justify your answer.	[2 marks]
0 8	Briefly evaluate retrieval failure as an explanation for forgetting.	[4 marks]
	Extra space	





Describe and evaluate the multi-store model of mem-	[12 ma
You may use this space to plan your answer.	



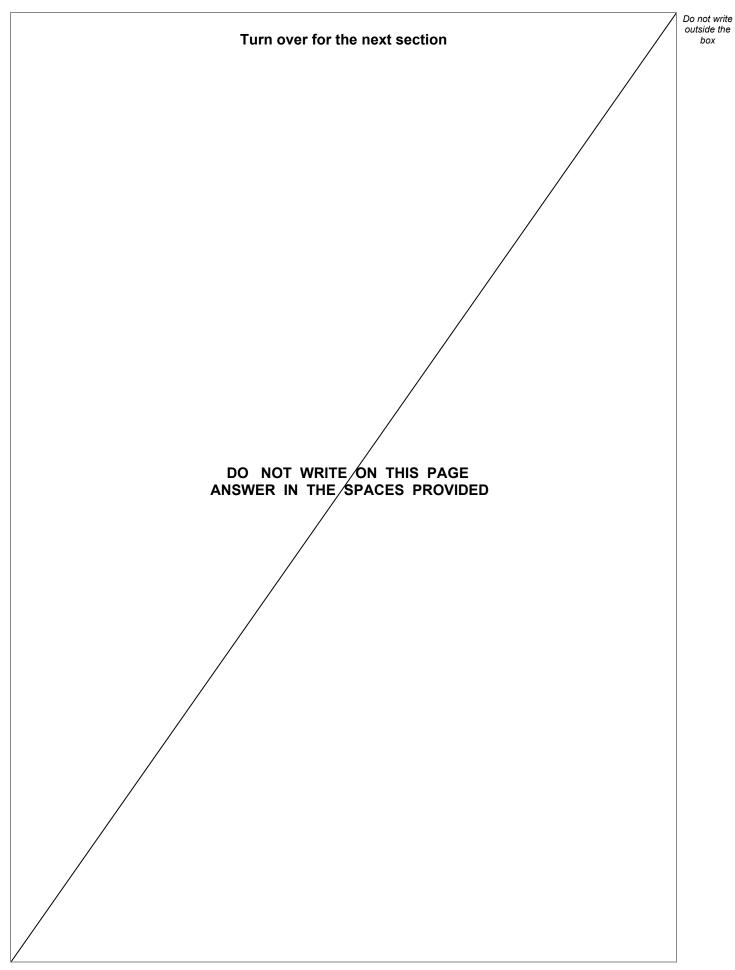
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Section C

	Attachment	
	Answer all questions in this section.	
1 0	Describe the learning theory explanation of attachment.	[4 marks]
	Extra space	



1 1	Outline how Harlow studied attachment using animals. [4 marks]	Do not write outside the box
1 2	Extra space Other than ethical issues, explain one limitation of using animals to study attachment in humans. [4 marks]	
	Extra space	

Turn over ▶



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1 3	Some psychologists have criticised the way attachment has been measured or studied using the Strange Situation technique because it is not realistic.	box
	Briefly explain two ways the Strange Situation technique might be modified to be more realistic.	
	[4 marks]	
	Extra space	



1 4	Discuss Bowlby's theory of maternal deprivation.	Do not write outside the box
	[8 marks	1
	You may use this space to plan your answer.	
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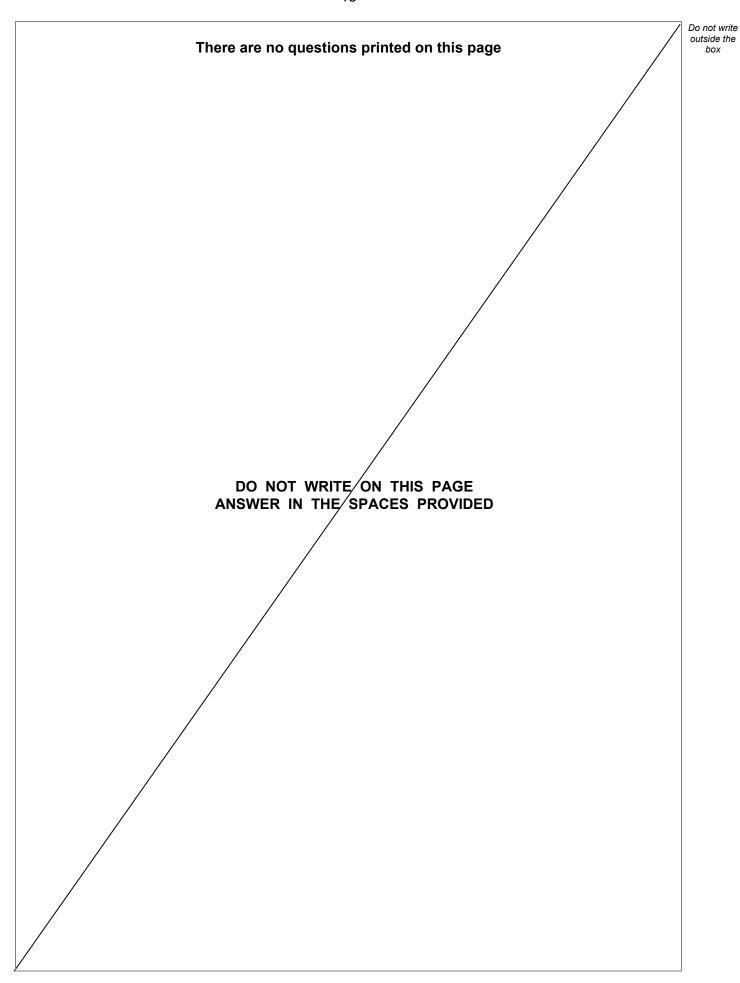


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END OF QUESTIONS	







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