



**Surname** \_\_\_\_\_

**Other Names** \_\_\_\_\_

**Centre Number** \_\_\_\_\_

**Candidate Number** \_\_\_\_\_

**Candidate Signature** \_\_\_\_\_

**I declare this is my own work.**

**AS**

**PSYCHOLOGY**

**Paper 1 Introductory topics in psychology**

**7181/1**

**Time allowed: 1 hour 30 minutes**

**At the top of the page, write your surname and other names, your centre number, your candidate number and add your signature.**

**[Turn over]**



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**For this paper you may use:**

- a calculator.

## **INSTRUCTIONS**

- Use black ink or black ball-point pen.
- Answer ALL questions.
- You must answer the questions in the spaces provided. Do NOT write 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.

**DO NOT TURN OVER UNTIL TOLD TO DO SO**



## SECTION A

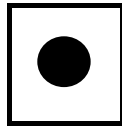
## SOCIAL INFLUENCE

Answer ALL questions in this section.

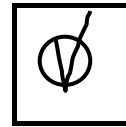
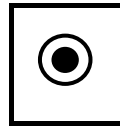
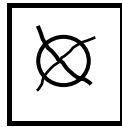
Only ONE answer per question is allowed.

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

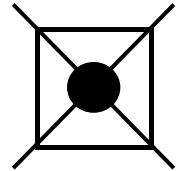
CORRECT METHOD



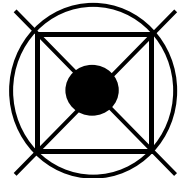
WRONG METHODS



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.



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**In Milgram's experiment on obedience to authority, 65% of participants gave the maximum shock when the experimenter was in the same room as the participant.**

**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.**

**B When the experimenter and two obedient confederates were in the same room as the participant, obedience levels decreased.**

**C When the experimenter gave instructions over the phone, obedience levels increased.**

**D When the experimenter was in a different room to the participant, obedience levels decreased.**

**[Turn over]**



0 2

**Explain what is meant by social change. [2 marks]**

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**[Turn over]**



**03**

**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]**

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05

**Explain ONE limitation of Zimbardo's research into social roles. [3 marks]**

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**[Turn over]**



06

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

<b>Measures of central tendency</b>	<b>GROUP A Ages 11–15</b>	<b>GROUP B Ages 16–20</b>
<b>Mean</b>	<b>25</b>	<b>25</b>
<b>Median</b>	<b>29</b>	<b>21</b>
<b>Mode</b>	<b>33</b>	<b>18</b>



06.1

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 \_\_\_\_\_

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Group B \_\_\_\_\_

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[Turn over]



**06.2**

**Explain what the difference in mode values of the two age groups shows. [2 marks]**

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**[Turn over]**



**SECTION B****MEMORY**

Answer ALL questions in this section.

07

A researcher investigated the accuracy of eyewitness testimony. Whilst students were listening to a lecture, they saw a man steal a bag from the floor at the front of the lecture hall.

In **CONDITION A**, 10 students were asked individually to estimate the man's height in metres.

In **CONDITION B**, 10 other students took part in a group discussion about what they had seen. They were then asked individually to estimate the man's height in metres.

07.1

Identify the experimental design used in this study. Justify your answer. [2 marks]

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07.2

**Identify the operationalised dependent variable in this study. [2 marks]**

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**[Turn over]**



07.3

**Explain why the data in this study is primary data.  
[2 marks]**

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**07.4**

**A week later, the same students were asked to describe the man's facial features, estimate his age in years and weight in kilograms.**

**Identify the qualitative data collected by the researcher. Justify your answer. [2 marks]**

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**[Turn over]**



**08**

**Briefly evaluate retrieval failure as an explanation for forgetting. [4 marks]**

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**[Turn over]**



09

**Describe and evaluate the multi-store model of memory.  
[12 marks]**

**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]**

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**[Turn over]**





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**[Turn over]**



1 4

**Discuss Bowlby's theory of maternal deprivation.  
[8 marks]**

**You may use this space to plan your answer.**

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For Examiner's Use	
Section	Mark
A	
B	
C	
<b>TOTAL</b>	

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