



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

**Forename(s)** \_\_\_\_\_

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

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

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

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

**AS**

**PSYCHOLOGY**

**Paper 1 Introductory topics in  
psychology**

**7181/1**

**Monday 15 May 2023**

**Afternoon**

**Time allowed: 1 hour 30 minutes**

**[Turn over]**



**At the front of this book, write your surname and forename(s), your centre number, your candidate number and add your signature.**

## **MATERIALS**

**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.**

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**Outline informational social influence as an explanation for conformity. [3 marks]**

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**[Turn over]**



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**A teacher asked her class for a volunteer to talk to future A-level students. The teacher asked Sarah first, but she refused. The teacher then asked Emily to help.**

**Use your knowledge of resistance to social influence to explain Emily's likely response to the teacher's request.**

**[3 marks]**

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**[Turn over]**



0	3
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**A teacher investigated students' attitudes to the school's uniform rules. The school consisted of students from Years 7–11, with 100 students in each year.**

**She conducted interviews individually with 10 students. One of the questions in the interview was, 'How many times have you been "told off" for not following the school's uniform rules this term?' The results from this question are shown in TABLE 1, on page 10.**





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**[Turn over]**



**TABLE 1**

**Number of times each student had been  
'told off' that term**

<b>STUDENT</b>	<b>NUMBER OF TIMES 'TOLD OFF'</b>
<b>1</b>	<b>1</b>
<b>2</b>	<b>7</b>
<b>3</b>	<b>2</b>
<b>4</b>	<b>3</b>
<b>5</b>	<b>4</b>
<b>6</b>	<b>5</b>
<b>7</b>	<b>3</b>
<b>8</b>	<b>1</b>
<b>9</b>	<b>25</b>
<b>10</b>	<b>2</b>



**0 3 . 1**

**Explain why the median would be a more appropriate measure of central tendency than the mean for the data in TABLE 1.**

**[2 marks]**

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**[Turn over]**



**03.2**

**Explain how the sample of 10 participants could have been obtained from the students at the school using stratified sampling. [4 marks]**

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**[Turn over]**



03.3

**Investigator effects sometimes occur in interviews.**

**Explain TWO modifications that would help to minimise investigator effects in this study. [4 marks]**

**Modification 1** \_\_\_\_\_

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**Modification 2** \_\_\_\_\_

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**[Turn over]**



04

**Maya wants to encourage the workers in her office to use their own reusable cups at work, rather than the disposable paper cups provided by the company.**

**Explain how Maya might show EITHER commitment OR flexibility to persuade the workers to change their behaviour.  
[2 marks]**

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**0 5**

**Briefly outline THREE findings from  
Asch's research into conformity.  
[3 marks]**

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**[Turn over]**

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**Explain ONE limitation of Asch's research into conformity. [3 marks]**

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<b>24</b>



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**[Turn over]**



**SECTION B****MEMORY**

**Answer ALL questions in this section.**

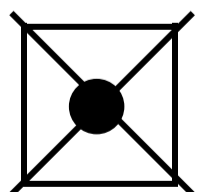
**Only ONE answer per question is allowed.**

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

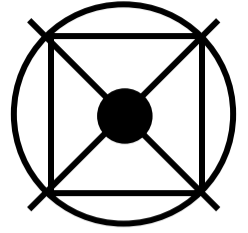
**CORRECT METHOD** 

**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.**



**[Turn over]**



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**Which ONE of the following descriptions BEST describes semantic memory?**

**Shade ONE box only. [1 mark]**

- A A long-term store for knowledge of the world, not requiring conscious effort to recall.**
- B A long-term store for knowledge of the world, requiring conscious effort to recall.**
- C A long-term store for personal events, not requiring conscious effort to recall.**
- D A long-term store for personal events, requiring conscious effort to recall.**



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**[Turn over]**



0	8
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**Briefly outline TWO criticisms of studies into short-term memory. [4 marks]**

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**[Turn over]**



09

**Describe how post-event discussion can affect eyewitness testimony. [4 marks]**

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**[Turn over]**



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**Kaleb is learning about models of memory. Last week the teacher taught the class about the multi-store model. This week she is teaching the working memory model. Kaleb is now finding it difficult to recall any of the information about the multi-store model of memory.**

**Using your knowledge of interference as an explanation for forgetting, explain Kaleb's difficulty. [3 marks]**

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**[Turn over]**





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**[Turn over]**



1 2

**Describe and evaluate the working memory model. [8 marks]**

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

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**[Turn over]**

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**SECTION C**

**ATTACHMENT**

**Answer ALL questions in this section.**

**1 | 3**

**Explain the role of the internal working model in Bowlby's monotropic theory of attachment. [4 marks]**

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**[Turn over]**

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**In the 1990s, many children were found living in poor-quality orphanages in Romania. Cema and her sister Katti lived in one of these orphanages from birth but were later adopted. When they were adopted, Cema was 5 months old and Katti was 5 years old. Their development was then studied for several years.**

**Using your knowledge of the Romanian orphan studies, explain how Katti's development is likely to have differed from Cema's as they grew older.**

**[6 marks]**

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**1 5**

**Briefly explain ONE economic implication of the findings of research into the role of the father in attachment. [2 marks]**

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**[Turn over]**

1 6

**Discuss the learning theory explanation of attachment. [12 marks]**

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

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**END OF QUESTIONS**

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**Additional page, if required.**

**Write the question numbers in the left-hand margin.**


**Additional page, if required.**

**Write the question numbers in the left-hand margin.**




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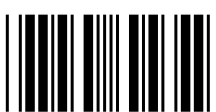
For Examiner's Use	
Section	Mark
A	
B	
C	
<b>TOTAL</b>	

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**WP/M/DL/Jun23/7181/1/E3**

5 4



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