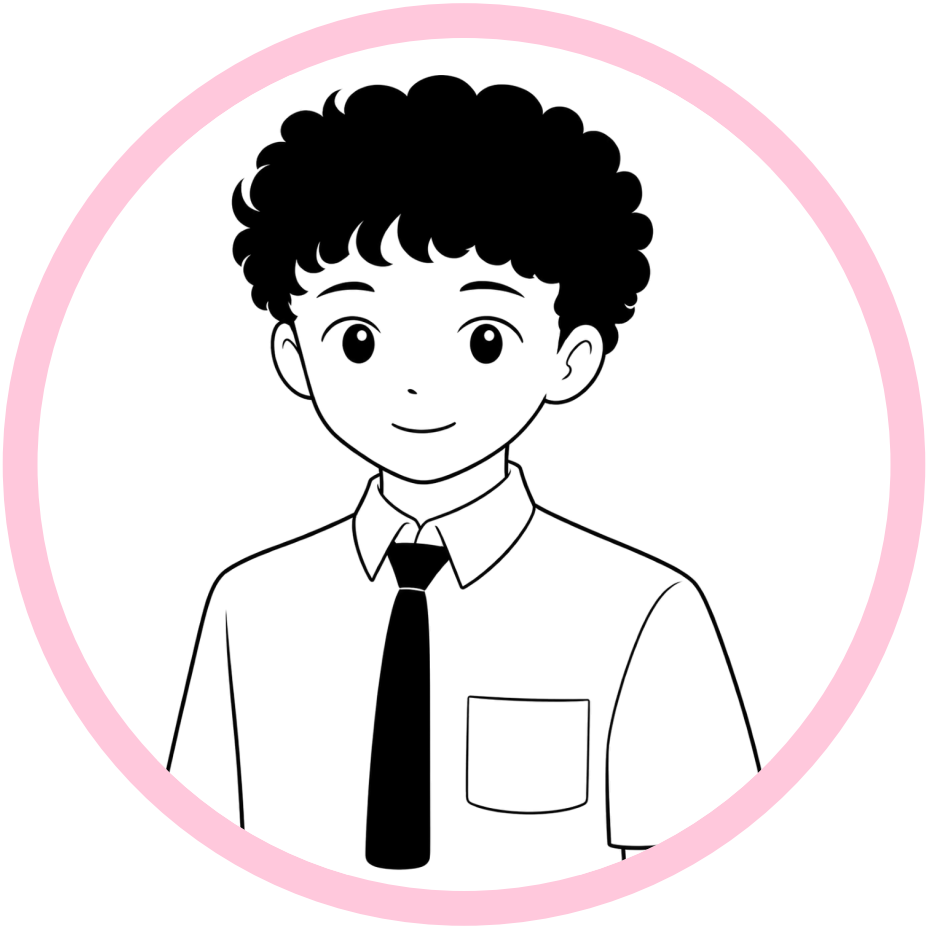
AQA A-LEVEL PSYCHOLOGY · 7182

PSYCHOLOGY



MARK SCHEME

3.3.2 FACTORS AFFECTING ATTRACTION

SCORE	PERCENTAGE
/18	%

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Q1.

[AO3 = 2]

1 mark

D

1 mark

E

Q2.

[AO1 = 6 AO2 = 4 AO3 = 6]

Level	Marks	Description
4	13 – 16	Knowledge of factors affecting attraction is accurate and generally well detailed. Discussion is thorough and effective. Application to the stem is appropriate and links between factors and stem content are explained. The answer is clear, coherent and focused. Specialist terminology is used effectively. Minor detail and/or expansion of argument sometimes lacking.
3	9 – 12	Knowledge of factors affecting attraction is evident. Discussion is apparent and mostly effective. There are occasional inaccuracies. Application to the stem is appropriate although links to factors are not always explained. The answer is mostly clear and organised. Specialist terminology mostly used effectively. Lacks focus in places.
2	5 – 8	Knowledge of factors affecting attraction is present. Focus is mainly on description. Any discussion is only partly effective. Application to the stem is partial. The answer lacks clarity, accuracy and organisation in places. Specialist terminology used inappropriately on occasions.
1	1 – 4	Knowledge of factors affecting attraction is limited. Discussion is limited, poorly focused or absent. Application is limited or absent. The answer as a whole lacks clarity, has many inaccuracies and is poorly organised. Specialist terminology either absent or inappropriately used.
	0	No relevant content.

Possible content:

- Self-disclosure is the sharing of personal information about self – increased attraction
- Physical attractiveness – good-looking people are deemed to be more attractive

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- Filter theory (field of availables and field of desirables) – we tend to be attracted by those who pass through a series of filters as follows:
    - those who fit a certain social demographic – attracted to those we come into contact with
    - those who are similar in attitude/backgrounds etc.
    - those who complement our emotional needs

Possible applications:

- Filter theory/demographic ‘same year at university’
- Filter theory/similarity ‘both studying marketing’
- Filter theory/complementarity ‘theoretical side ….. practical work’, ‘specialise in different areas’
- Physical attractiveness ‘proud to be seen out with Sasha. Other guys are really jealous when they see her.’
- Self-disclosure ‘we tell each other everything…no secrets’

Possible discussion points:

- Difference between role of factors in initial attraction and their role in continuing attraction
- Use of evidence to support the factors eg. Kerckoff and Davis longitudinal study of similarity and meeting needs
- Role of attractiveness and link to theory eg Murstein’s matching hypothesis
- Self-disclosure only effective if appropriate to the stage in relationship – too much too soon has the opposite effect
- Evaluation in the context of general relationship theories eg exchange theory

Q1.

Students did well on this question with the majority getting the full 2 marks.