Please write clearly in block capitals.

Centre number | | | | | | Candidate number | | | | |

Surname _____

Forename(s) _____

Candidate signature _____

AS
PSYCHOLOGY

Paper 1 Introductory Topics in Psychology

Monday 16 May 2016 Afternoon 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.
- 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.

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Section A

Social Influence

Answer **all** questions in this section.

For each multiple-choice 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.

0 1 . 1 Name **three** behaviours that enable a minority to influence a majority.

[3 marks]

0 1 . 2 Marcus wants to persuade his group of friends to go travelling in the summer but the rest of the group would like to go on a beach holiday.

Briefly suggest how Marcus might use the **three** behaviours that you have identified in your answer to 01.1 to persuade his friends to go travelling.

[3 marks]

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Extra space

Turn over for the next question

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0 2 Ten A-level students took part in a study of attitudes to Milgram's research on obedience. They were asked about the value of Milgram's research and about ethical concerns with Milgram's research.

For each student, the researcher recorded two scores out of 10, a 'value of research' score and an 'ethical concern' score.

A high 'value of research' score means the student thinks Milgram's research was very valuable and a high 'ethical concern' score means that the student thinks that Milgram's research caused many ethical concerns.

The findings are shown in **Table 1** below.

Table 1

Student	Value of research score	Ethical concern score
1	6	10
2	8	9
3	9	7
4	5	7
5	2	3
6	6	8
7	7	7
8	9	8
9	6	10
10	6	7

0 2 . 1 How many students have a 'value of research' score of <6?
Shade **one** box only.

[1 mark]

A 2 students ⬭

B 3 students ⬭

C 4 students ⬭

D 5 students ⬭

0 2 . 2 Give the mode for **both** sets of scores in **Table 1**.

Mode for value of research _____

Mode for ethical concern _____

[2 marks]

Do not write outside the box

0 2 . 3 The mode is one type of descriptive statistic.
Identify **two other** descriptive statistics that could be used to further analyse the data in **Table 1**. In **each** case, explain how the descriptive statistics you have identified could be calculated.

[4 marks]

0 3 The study in question 02 involves self-report.
Outline what is involved in self-report.

[3 marks]

Do not write outside the box

0 4 Outline Asch's findings in relation to **two** variables affecting conformity.
Briefly explain **two** limitations of Asch's conformity research.

[8 marks]

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Extra space

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Section B

Memory

Answer **all** questions in this section.

For each multiple-choice 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.

0 5 Outline what psychological research has shown about short-term memory according to the multi-store model of memory.

[4 marks]

Extra space

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0 6 Annie can still skateboard even though she hasn't skated for many years. Germaine can still recall what happened on his first day at university even though it was ages ago. Billy remembers the names of the tools he needs to repair the broken tap.

Identify **three** types of long-term memory and explain how **each** type is shown in **one** of the examples above.

[6 marks]

Extra space

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0 7 Below are five evaluative statements about the cognitive interview. Which **two** statements are correct?

Shade **two** boxes only.

The cognitive interview…

A can only be used in Western cultures. ⬭

B takes longer than the standard interview. ⬭

C involves unethical treatment of witnesses. ⬭

D requires special training of police officers. ⬭

E cannot be used to interview children. ⬭

[2 marks]

0 8 Discuss what psychological research has shown about working memory.
In your answer, refer to theory and/or evidence.

[12 marks]

You may use this space to plan your answer.

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Extra space

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24

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Section C

Attachment

Answer **all** questions in this section.

For each multiple-choice 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.

0 9 Below are five evaluative statements about the Romanian orphan research. Which **two** statements are correct?

Shade **two** boxes only.

The Romanian orphan research is …

A limited because it involves only a few case studies. ⬭

B good because it involves comparison with control groups. ⬭

C scientific because it shows a cause and effect relationship. ⬭

D ethically questionable because it involves separation. ⬭

E useful because it shows long-term effects, not just short-term effects. ⬭

[2 marks]

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1 0 Researcher A found that young animals seemed to attach for comfort rather than for food.

Researcher B found that mobile newborn animals would follow the first large moving object that they saw.

1 0 . 1 Give the name of Researcher A and state the type of animal studied by this researcher.

[2 marks]

1 0 . 2 Give the name of Researcher B and state the type of animal studied by this researcher.

[2 marks]

1 1 Abi had a happy, secure childhood with parents who loved her very much. She now has two children of her own and loves them very much too. The two children make friends easily and are confident and trusting.

Referring to Abi and her family, explain what psychologists have discovered about the internal working model.

[6 marks]

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Extra space

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1 2 Discuss the Strange Situation as a way of assessing type of attachment.

[12 marks]

You may use this space to plan your answer.

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24

END OF QUESTIONS

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