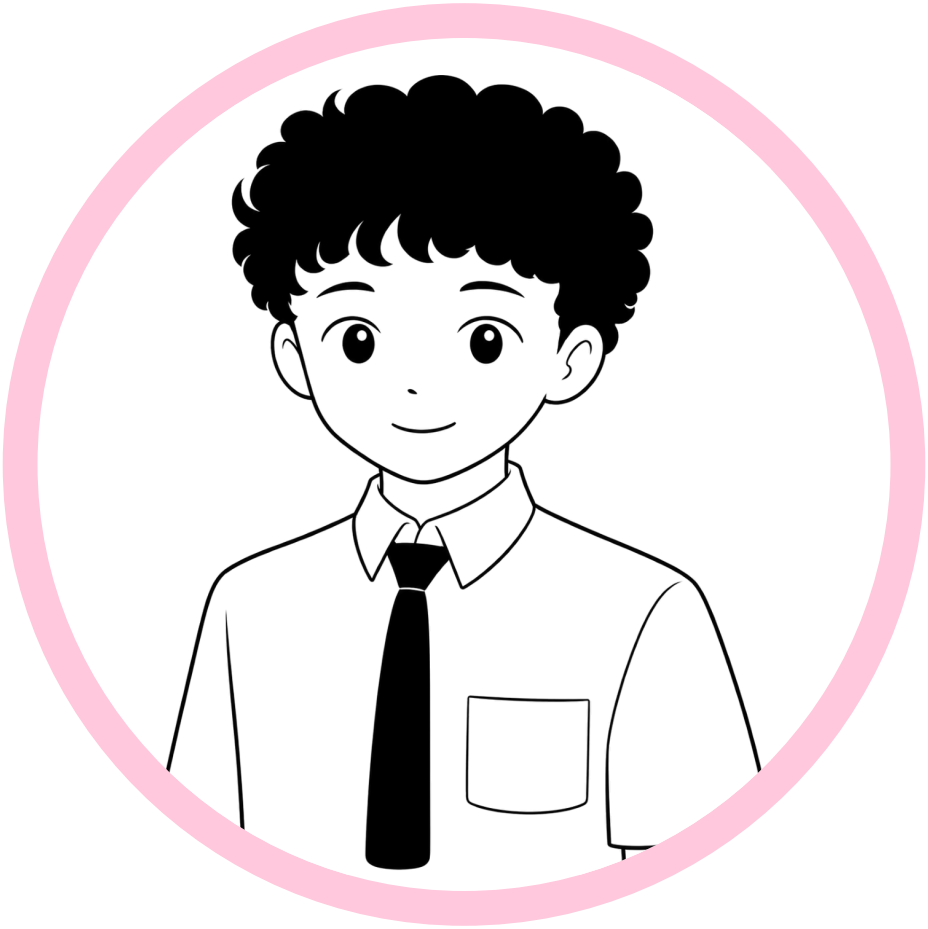
PEARSON EDEXCEL IAL PSYCHOLOGY · YPS01

PSYCHOLOGY



MARK SCHEME

SOCIAL PSYCHOLOGY

SCORE	PERCENTAGE
/23	%

STEMUP

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Mark Scheme

Q1.

Question Number	Answer	Mark
(a)	**AO2 (1 mark)** Credit **one** mark for an accurate calculation. • 40.9% **Reject all other answers.**	**(1)**

Question Number	Answer	Mark
(b)	**AO2 (1 mark)** Credit **one** mark for an accurate fraction in the lowest form. • 1/2 **Look for other reasonable marking points.**	**(1)**

Q2.

Question Number	Answer	Mark
(a)	**AO1 (2 marks)** Credit **one** mark for an accurate statement. Credit **one** mark for an appropriate example. For example: • An opportunity sample is when the researcher asks people who happen to be available at the time to take part in their research (1) for example people passing by on a busy street being asked to complete a questionnaire about obedience (1). **Look for other reasonable marking points.**	**(2)**

Question Number	Answer	Mark
(b)	**AO1 (2 marks)** Credit up to **two** marks for an accurate description. For example: • A stratified sample is when a researcher first divides the target population into sub-groups known as strata which represent the population demographic spread (1) then the researcher randomly selects a representative number of participants from each of the identified strata to take part in the research (1). **Look for other reasonable marking points.**	**(2)**

Q3.

Question Number	Answer	Mark
(a)	**AO2 (1 mark)** Credit **one** mark for a correct calculation. • 3:2 (1) **Look for other reasonable marking points.**	**(1)**

Question Number	Answer	Mark
(b)	**AO2 (1 mark)** Credit **one** mark for a correct calculation. • 4.6 (1) **Look for other reasonable marking points.**	**(1)**

Q4.

Question Number	Answer	Mark
(a)	**AO2 (2 marks)** Credit up to **two** marks for an accurate description in relation to the scenario. For example; • Freda used an opportunity sampling technique to gather participants for her investigation into conformity (1) by asking 20 people who happened to be available on the Tuesday at the local shop (1). **Generic answers score 0 marks.** **Look for other reasonable marking points.**	**(2)**

Question Number	Answer	Mark
(b)	**AO2 (2 marks), AO3 (2 marks)** Credit **one** mark for accurate identification of an improvement in relation to the scenario (AO2) Credit **one** mark for justification/exemplification of each improvement (AO3) For example; • Freda could ask about more than the two scenarios in her interview about conformity so there is a larger range of examples for participants to consider (1), which could increase the validity of her findings about majority influence as the participants may show more or less conformity in different situations (1). • Freda could conduct her interview each day for a full week to gather participants that go shopping on different days to have a more representative sample (1). This would improve the generalisability of her findings about majority influence as Freda would have a wider range of people from her target population (1). **Generic answers score 0 marks.** **Look for other reasonable marking points.**	**(4)**

Q5.

Question Number	Answer	Mark
(a)	**AO2 (1 mark)** Credit **one** mark for an accurate example in relation to the scenario. For example; • Would you stop knocking on the glass if the zookeeper asked you? Yes or no (1). **Generic answers score 0 marks.** **Look for other reasonable marking points.**	**(1)**

Question Number	Answer	Mark
(b)	**AO2 (1 mark), AO3 (1 mark)** Credit **one** mark for accurate identification of a strength in relation to the scenario (AO2) Credit **one** mark for justification/exemplification of the strength (AO3) For example; • One strength of Preeti using a closed-ended question is that the question will have a fixed objective response such as yes or no about whether they will knock on the glass (1). This increases the reliability of the results about obeying the zookeeper as they do not require subjective interpretation so researcher bias can be reduced (1). **Generic answers score 0 marks.** **Look for other reasonable marking points.**	**(2)**

Q6.

Question Number	Answer	Mark
(a)	**AO2 (1 mark)** Credit **one** mark for an accurate statement. For example; • Quantitative data has a numerical value that can be counted, such as a measurement of quantity or amount (1). **Look for other reasonable marking points.**	**(1)**

Question Number	Answer	Mark
(b)	**AO2 (1 mark), AO3 (1 mark)** Credit **one** mark for accurate identification of a strength (AO2) Credit **one** mark for justification/exemplification of the strength (AO3) For example; • Participants in social psychology research can give in-depth details about their reasons for obeying so researchers can find out the rationale behind social behaviours (1) which increases the validity of data gathered as the descriptions may provide rich explanations of the different situations or contexts in which people obey (1). **Look for other reasonable marking points.**	**(2)**

Q7.

Question number	Answer	Mark
(a)	**AO1 (1 mark)** Credit **one** mark for an accurate statement. For example: • The range is the measurement which shows the difference between the highest and lowest values in a data set (1). **Look for other reasonable marking points.**	**(1)**

Question Number	Answer	Mark
(b)	**AO1 (1 mark), AO3 (1 mark)** Credit **one** mark for an accurate identification of a strength (AO1). Credit **one** mark for justification/exemplification of the strength (AO3). For example: • The standard deviation looks at the distribution from the mean value, considering all the data (1), so is less likely to be affected by extreme scores (1). **Look for other reasonable marking points.**	**(2)**