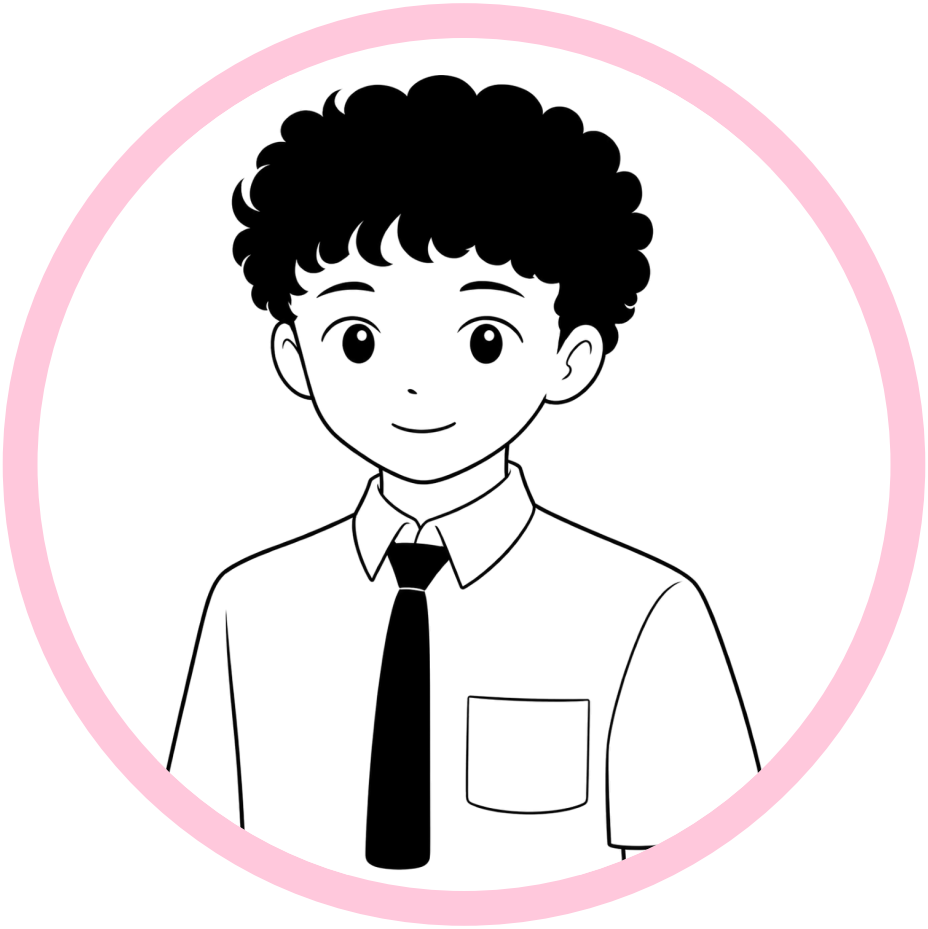
PEARSON EDEXCEL IAL PSYCHOLOGY · YPS01

PSYCHOLOGY



EXAM QUESTION PACK

SOCIAL PSYCHOLOGY

SCORE	PERCENTAGE
/23	%

STEMUP

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Q1.

Daisy investigated the influence of a majority group on conformity. She had 15 confederates and two participants in a group. Daisy asked them to verbally answer 22 questions. Confederates always gave the same incorrect answer first.

The results of Daisy's investigation are shown in **Table 1**.

Answers given by participants	Number of questions answered out of 22 questions asked
Both participants gave the same incorrect answer as confederates.	9
Only one of the two participants gave the same incorrect answer as confederates.	11
No participant gave the same incorrect answer as confederates.	2

Table 1

(a) Calculate the percentage of questions where both participants gave the same incorrect answer as the confederates, as a percentage of all questions asked.

You **must** give your answer to **one** decimal place.

(1)

Space for calculations

Percentage .....

(b) Calculate the fraction of questions where **only one** participant gave the same incorrect answer as the confederates, as a fraction of all questions asked.

You **must** express your answer in its lowest form.

(1)

Space for calculations

Fraction .....

(Total for question = 2 marks)

Q2.

In your studies of social psychology, you will have learned about sample selection and sampling techniques.

(a) State, using an example, what is meant by an opportunity sampling technique.

(2)

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(b) Describe what is meant by a stratified sampling technique.

(2)

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(Total for question = 4 marks)

Q3.

Silla was investigating majority influence and used a questionnaire with closed-ended questions to gather data about group behaviour. She totalled the scores for each respondent to show how likely they were to conform to a majority. A score of 0 indicated the respondent was very unlikely to conform, and a score of 10 indicated the respondent was very likely to conform.

The results of Silla's investigation are shown in **Table 1**.

Respondent	Score for conformity (out of 10)
A	6
B	7
C	3
D	8
E	1
F	4
G	3
H	9
I	2
J	3

Table 1

(a) Calculate the ratio of respondents scoring less than five to those scoring over five.

You must give your answer in its lowest form.

(1)

Space for calculations

Ratio .....

(b) Calculate the mean score for the data from all respondents in **Table 1**.

You **must** give your answer to **one** decimal place.

(1)

Space for calculations

Mean .....

(Total for question = 2 marks)

Q4.

Freda investigated conformity to majority influence using a semi−structured interview. She went to a local shop on a Tuesday and asked 20 people to take part in her interview.

Freda had prepared two scenarios describing a majority group trying to encourage a person to conform. She asked all the participants to state whether they would conform in each scenario and then explain their answers in detail.

(a) Describe the sampling technique used by Freda in her investigation.

(2)

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(b) Explain **two** improvements Freda could make to her investigation.

(4)

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2 .....

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(Total for question = 6 marks)

Q5.

Preeti investigated whether people would obey a zookeeper or a member of the public if they were told to stop knocking on the glass of the monkey enclosure. She asked her participants a closed-ended question.

(a) Give **one** example of a closed−ended question that Preeti could have asked her participants.

(1)

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(b) Explain **one** strength of Preeti using a closed−ended question in her investigation.

(1)

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(Total for question = 3 marks)

Q6.

Questionnaires have been used to research topics in social psychology. The questions used in a questionnaire can generate quantitative data.

(a) State what is meant by 'quantitative data'.

(1)

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The questions used in a questionnaire can also generate qualitative data.

(b) Explain **one** strength of using qualitative data in social psychology.

(2)

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(Total for question = 3 marks)

Q7.

Methods of dispersion such as the range and standard deviation can be used to analyse quantitative data in social psychology.

(a) State what is meant by the term 'range' as a measure of dispersion.

(1)

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(b) Explain **one** strength of using standard deviation to analyse quantitative data.

(2)

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(Total for question = 3 marks)