

PEARSON EDEXCEL IAL PSYCHOLOGY • YPS01

PSYCHOLOGY



EXAM QUESTION PACK

SOCIAL PSYCHOLOGY

SCORE

/23

PERCENTAGE

%

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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(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)

Mark Scheme

Q1.

Question Number	Answer	Mark
(a)	A02 (1 mark) Credit one mark for an accurate calculation. 40.9% Reject all other answers.	(1)

Question Number	Answer	Mark
(b)	A02 (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)	A02 (2 marks), A03 (2 marks) Credit one mark for accurate identification of an improvement in relation to the scenario (A02) Credit one mark for justification/exemplification of each improvement (A03) 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)	A02 (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)