

Write your name here	
Surname	Other names
Centre Number	Candidate Number
<b>Edexcel GCE</b>	
<h1>Psychology</h1> <h2>Advanced Subsidiary</h2> <h3>Unit 1: Social and Cognitive Psychology</h3>	
Wednesday 13 May 2009 – Morning <b>Time: 1 hour 20 minutes</b>	Paper Reference <b>6PS01/01</b>
<b>You do not need any other materials.</b>	Total Marks

#### Instructions

- Use **black** ink or ball-point pen.
- **Fill in the boxes** at the top of this page with your name, centre number and candidate number.
- Answer **all** questions.
- Answer the questions in the spaces provided  
– *there may be more space than you need.*

#### Information

- The total mark for this paper is 60.
- The marks for **each** question are shown in brackets  
– *use this as a guide as to how much time to spend on each question.*
- Questions labelled with an **asterisk** (\*) are ones where the quality of your written communication will be assessed  
– *you should take particular care with your spelling, punctuation and grammar, as well as the clarity of expression, on these questions.*

#### Advice

- Read each question carefully before you start to answer it.
- Keep an eye on the time.
- Try to answer every question.
- Check your answers if you have time at the end.

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**SECTION A**

**Answer ALL questions. You are advised to spend approximately 15 minutes on Section A.**

**In Section A put a cross in each correct box  to indicate your answer.  
If you change your mind, put a line through the box  and then put a cross in another box .**

**For questions 1–3 choose ONE answer from A, B, C or D.**

**1** Which of the following is an example of social comparison?

- A** Khuram wears the shirt of the local cricket team he supports.
- B** Rosie is a basketball supporter and goes to more away games than her friends.
- C** Max tells his friend that all the other football teams cheat more than his team.
- D** Shakira adopts the identity of her rugby team.

**(Total for Question 1 = 1 mark)**

**2** In Hofling's study on obedience it was found that \_\_\_\_\_ out of 22 nurses obeyed the 'doctor's' instructions.

- A** 18
- B** 20
- C** 21
- D** 22

**(Total for Question 2 = 1 mark)**

**3** Godden and Baddeley's study on context dependent memory found that

- A** words were remembered better when recalled in the same environment
- B** words were remembered better when recalled in a different environment
- C** there was no difference in words remembered regardless of environment
- D** words were remembered better underwater than on land in all conditions

**(Total for Question 3 = 1 mark)**



For question 4 choose TWO answers from A, B, C, D and E.

4 Your teacher is demonstrating levels of processing theory and asks you a number of questions. The following questions would result in different levels of recall. Which **two** would result in the lowest level of recall?

- A Does it rhyme with 'lot'?
- B Has it got 6 letters in it?
- C Is it an item of clothing?
- D Is it in small letters?
- E Is it a type of fruit?

(Total for Question 4 = 2 marks)

For questions 5–10 choose ONE answer from A, B, C or D.

5 The measurement that has as many scores above it as below it is known as the

- A mean
- B mode
- C median
- D range

(Total for Question 5 = 1 mark)

6 Practice and \_\_\_\_\_ effects are examples of order effects.

- A demand
- B fatigue
- C experimenter
- D interviewer

(Total for Question 6 = 1 mark)

7 Structured interviews involve

- A fixed, predetermined questions
- B no fixed questions or ways of answering
- C open-ended questions with phrasing and timing left up to the interviewer
- D the interviewer's next question depending upon the interviewee's last answer

(Total for Question 7 = 1 mark)



8 A weakness of the volunteer sampling method is that

- A it is biased as every fifth person is chosen
- B it can be very time consuming and expensive
- C it can be unrepresentative through choosing only friends and family
- D it is biased as participants tend to be more motivated and perform better

**(Total for Question 8 = 1 mark)**

9 When you are writing a hypothesis for a study your teacher asks you to define your variables so they can be precisely measured. What is this process known as?

- A Experimenter effects
- B Randomisation
- C Operationalisation
- D Order effects

**(Total for Question 9 = 1 mark)**

10 In \_\_\_\_\_ designs the same participants are used in both conditions.

- A cross-sectional
- B independent groups
- C matched pairs
- D repeated measures

**(Total for Question 10 = 1 mark)**

**TOTAL FOR SECTION A = 11 MARKS**



**SECTION B**

**Answer ALL questions. You are advised to spend approximately 40 minutes on Section B.**

**11** A field experiment was carried out to see if environmental cues can aid recall. A student ice hockey team learned a list of 20 unrelated words in an ice rink. Half the group were then taken to a library (control group) whilst the other half (experimental group) stayed in the ice rink. Both groups then had to recall as many of the 20 words as possible.

The results are shown in the table below:

	<b>Control group (Library)</b>	<b>Experimental group (Ice rink)</b>
<b>Mean number of words recalled (out of 20)</b>	<b>10</b>	<b>16</b>

(a) Which design is being used in this study? (1)

.....

(b) Explain why this design is appropriate for this study. (2)

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.....  
.....

(c) Which measure of central tendency is being used in the table above? (1)

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(d) Would this study have high or low validity? Explain your answer. (2)

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(c) Young people are getting a 'bad press' coverage for hanging around towns in groups and wearing 'hoodies'.



© Matt Cardy/Getty Images

Using social identity theory explain why teenagers might be getting negative media coverage.

(3)

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**(Total for Question 12 = 9 marks)**







**14** (a) Identify **one** model or theory of memory.

(1)

(b) Describe the model or theory of memory that you identified in (a).

(4)

(Total for Question 14 = 5 marks)

**TOTAL FOR SECTION B = 32 MARKS**







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**(Total for Question 16 = 12 marks)**

**TOTAL FOR SECTION C = 17 MARKS**  
**TOTAL FOR PAPER = 60 MARKS**



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