

Write your name here

Surname

Other names

Centre Number

Candidate Number

Edexcel GCE

Psychology

Advanced Subsidiary

Unit 1: Social and Cognitive Psychology

Tuesday 10 January 2012 – Morning
Time: 1 hour 20 minutes

Paper Reference

6PS01/01

You do not need any other materials.

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.

Turn over ►

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PEARSON

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 1–10 choose ONE answer from A, B, C or D.

1 An opportunity sample involves a group of participants

- A in which each person has an equal chance of being selected
- B based on the population available at a given time
- C who have willingly and specifically come forward to take part
- D who represent each major strata or layer of the population

(Total for Question 1 = 1 mark)

2 Sue is testing her students' dieting behaviour and thinks some of them may be tired.

These _____ variables may affect her results.

- A situational
- B experimenter
- C dependent
- D participant

(Total for Question 2 = 1 mark)

3 A bar chart/graph is usually used for plotting

- A correlations
- B groups of scores within categories
- C continuous data
- D frequency polygons

(Total for Question 3 = 1 mark)



4 Jim explains to Becky that her instructions for her practical are not standardised.

This means that her instructions

- A are not the same for all participants
- B do not include the right to withdraw
- C are too short
- D are not clear enough

(Total for Question 4 = 1 mark)

5 Megan tries to be neutral and free from bias when judging others.

Her judgements are best described as

- A subjective
- B reliable
- C objective
- D valid

(Total for Question 5 = 1 mark)

6 An interview which has a set number of questions with freedom to follow up on some of the participants' responses is known as

- A an unstructured interview
- B a structured interview
- C a semi-structured interview
- D an open interview

(Total for Question 6 = 1 mark)

7 Participants who become skilled in familiar tasks so their performance improves in later tasks have experienced the

- A fatigue effect
- B boredom effect
- C random effect
- D practice effect

(Total for Question 7 = 1 mark)



8 In psychology, prejudice can best be defined as

- A following your own social conscience
- B a positive or negative attitude about people
- C behaving badly towards someone from another group
- D treating an individual differently based on race or sex

(Total for Question 8 = 1 mark)

9 According to Levels of Processing, which of the following techniques would give the best recall?

- A Raza learns and recalls words in the same environment.
- B Gill retraces her steps in order to find something.
- C Simon repeats what he needs from the supermarket over and over.
- D Zain rewrites his revision notes and gets his mum to test him.

(Total for Question 9 = 1 mark)

10 Which of the following might be best explained using social psychology?

- A Friendship groups between girls and boys.
- B Processing information from your mobile phone.
- C Memory of your first day of school.
- D Dreaming about winning the lottery.

(Total for Question 10 = 1 mark)

For question 11 choose **TWO** answers from A, B, C, D and E.

11 Which **two** of the following best define cognitive psychology?

Cognitive psychology is concerned with

- A how the mind processes information
- B the effects of groups on behaviour
- C how the nervous system works
- D why we remember and forget
- E cultural differences

(Total for Question 11 = 2 marks)

TOTAL FOR SECTION A = 12 MARKS



SECTION B

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

12 (a) Describe the aim of Godden and Baddeley's (1975) study.

(2)

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(b) Using figures/data, outline the results of Godden and Baddeley's (1975) study.

(2)

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(c) Outline **one** strength and **one** weakness of Godden and Baddeley's (1975) study.

(4)

Strength

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Weakness

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(Total for Question 12 = 8 marks)



13 As part of the course requirements for cognitive psychology you will have conducted an experiment.

(a) State the experimental/alternative hypothesis of your experiment **and** state whether it is directional (one tailed) or non-directional (two tailed).

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(b) (i) Outline **one** problem you came across when planning and/or carrying out your experiment.

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(ii) Explain how you might have addressed (or did address) the problem you outlined in (b)(i) when planning and/or carrying out your experiment.

(2)

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(Total for Question 13 = 7 marks)



14 Explain why in psychology using a research method that produces quantitative rather than qualitative data might be preferable.

(4)

Dotted lines for writing the answer.

(Total for Question 14 = 4 marks)



15 Milgram carried out a number of variations of his original (1963) study of obedience.

(a) Describe **one** of Milgram's variation studies of obedience. You must clearly identify which variation study you are describing.

(4)

Variation study

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(b) Evaluate any **one** of Milgram's studies of obedience in terms of methodology.
Do not include ethical issues in your answer.

(3)

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(Total for Question 15 = 7 marks)



16 Describe the cue dependent theory of forgetting.

(5)

Handwriting practice area consisting of 25 horizontal dotted lines for writing the answer to Question 16.

(Total for Question 16 = 5 marks)

TOTAL FOR SECTION B = 31 MARKS



(Total for Question 17 = 5 marks)



***18** Milgram developed the agency theory to help explain the high levels of obedience in his studies.

Describe Milgram's agency theory and evaluate it as an explanation of obedience. (12)

Dotted lines for writing.



Handwriting practice area with 20 sets of horizontal dotted lines.



Blank writing area with horizontal dotted lines.

(Total for Question 18 = 12 marks)

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



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