

Paper Reference 8PS0/01
Pearson Edexcel
Level 3 GCE

Total Marks

Psychology
Advanced Subsidiary
Paper 1: Social and Cognitive Psychology

Monday 13 May 2019 – Afternoon

Time: 1 hour 30 minutes plus your additional time allowance.

In the boxes below, write your name, centre number and candidate number.

Surname					
Other names					
Centre Number					
Candidate Number					

You do not need any other materials.

YOU WILL BE GIVEN:

**Formulae and Statistical Tables
Data Book**

INSTRUCTIONS

Answer ALL questions.

Answer the questions in the spaces provided in this Question Paper or in the Data Book – there may be more space than you need.

INFORMATION

The total mark for this paper is 70

The marks for EACH question are shown in brackets – use this as a guide as to how much time to spend on each question.

The list of formulae and statistical tables are printed in a separate booklet.

Candidates may use a calculator.

There may be spare copies of some data sheets.

ADVICE

Read each question carefully before you start to answer it.

Check your answers if you have time at the end.

**SECTION A :
SOCIAL PSYCHOLOGY**

Answer ALL questions.

1. Agency theory is one explanation of obedience.

**(a) Define the concept of
‘autonomous state’ as used in
agency theory.**

(2 marks)

**Answer lines continue on the
next page.**

1. (a) continued.

(b) Explain TWO strengths of agency theory as an explanation of obedience.

(4 marks)

Answer lines continue on the next two pages.

1

1. (b) continued.

2

1. (b) continued.

(continued on the next page)

1. continued

(c) Milgram conducted research into obedience. His research was criticised for not fully considering ethical issues.

Explain ONE improvement that could be made to Milgram's research into obedience in terms of ethics.

(2 marks)

Answer lines continue on the next page.

1. (c) continued

(Total for Question 1 = 8 marks)

2. Alfredo plans to conduct an investigation into obedience using a questionnaire. He wants to find out if female students perceive themselves to be more obedient than male students. Alfredo decided to use closed and open questions in his questionnaire.

(a) Suggest ONE closed question Alfredo could use in his questionnaire.

(1 mark)

(continued on the next page)

Turn over

2. continued.

(b) Suggest ONE open question

**Alfredo could use in his
questionnaire.**

(1 mark)

(continued on the next page)

2. continued.

(c) Justify why Alfredo decided to use both closed AND open questions in his questionnaire.

(4 marks)

Answer lines continue on the next page.

Turn over

2. (c) continued.

(Total for Question 2 = 6 marks)

- 3. Refer to the diagram for Question 3 in the Data Book. Shannon asked employees working in a supermarket which department they considered to be the most important.**

The results from the bakery department employees are shown in the diagram.

- (a) Using the data shown in the diagram, explain ONE conclusion that Shannon could make.**

(2 marks)

Answer lines are on the next page.

3. (a) continued.

(continued on the next page)

Turn over

3. continued.

**(b) Refer to the table for
Question 3(b) in the Data Book.
After interviewing all 200
employees working in the
supermarket, Shannon found:**

- 67% considered their own
department as the most
important**
- 1 : 25 considered the electrical
department as the most
important.**

(continued on the next page)

Turn over

3. (b) continued.

Convert the findings on the previous page to show the number of employees (n) who considered each department as the most important and complete the table with your answers.

(2 marks)

Space for calculations continues on the next two pages.

3. (b) continued.

Turn over

3. (b) continued.

(continued on the next page)

3. continued.

(c) Using social identity theory, describe why the majority of employees considered their own department to be the most important in the supermarket.

(3 marks)

Answer lines continue on the next page.

Turn over

3. (c) continued.

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(Total for Question 3 = 7 marks)

Turn over

- 4. Evaluate the use of sampling techniques when researching social psychology.**

(8 marks)

Answer lines continue on the next six pages.

Turn over

4. continued

4. continued

4. continued

4. continued

4. continued

Turn over

4. continued

(Total for Question 4 = 8 marks)

TOTAL FOR SECTION A = 29 MARKS

**SECTION B :
COGNITIVE PSYCHOLOGY**

Answer ALL questions.

5. Atkinson and Shiffrin (1968)
explained memory using the
multi-store model.

(a) Give TWO features of the
‘short-term store’ as it is used
in the multi-store model of
memory.

(2 marks)

Answer lines continue on the
next page.

1 _____

Turn over

5. continued.

2

(continued on the next page)

Turn over

5. continued.

(b) Explain TWO weaknesses of the multi-store model as an explanation of human memory.

(4 marks)

Answer lines continue on the next page.

1 _____

Turn over

5. (b) continued.

2

(continued on the next page)

Turn over

5. continued.

(c) Case studies of brain–damaged patients have been used when researching memory.

Explain ONE strength of using case studies of brain–damaged patients when researching memory.

(2 marks)

Answer lines continue on the next page.

Turn over

5. (c) continued.

(Total for Question 5 = 8 marks)

6. In your studies of cognitive psychology you will have conducted a practical investigation.

(a) Give the fully operationalised dependent variable for your practical investigation.

(2 marks)

(continued on the next page)

Turn over

6. continued.

(b) Explain TWO improvements that could be made to the procedure you used in your practical investigation.

(4 marks)

Answer lines continue on the next page.

1 _____

Turn over

6. (b) continued.

2

(Total for Question 6 = 6 marks)

Turn over

7. Refer to the table for Question 7 in the Data Book.

Elizabeth conducted a laboratory experiment to investigate the impact of brain damage on long-term memory. She showed 16 photographs of named landmarks to participants with brain damage. After 20 minutes, Elizabeth asked the participants to recall the name of each landmark.

The results of Elizabeth's experiment are shown in the table.

(continued on the next page)

7. continued.

- (a) Calculate the percentage of
landmarks correctly recalled by
Participant C
(1 mark)**

SPACE FOR CALCULATIONS

Percentage _____

(continued on the next page)

Turn over

7. continued.

(b) Elizabeth repeated her experiment with a second group of participants who did not have brain damage. She compared the results from the two experiments.

Explain why Elizabeth compared her results from the two experiments.

(2 marks)

Answer lines continue on the next page.

7. (b) continued.

(Total for Question 7 = 3 marks)

Turn over

- 8. Ricky is planning to conduct a field experiment to test recall accuracy of a story.**

He wants to find out if accuracy decreases over time. Ricky has asked for your help in designing his field experiment.

Describe a procedure Ricky could use for his field experiment.

(4 marks)

Answer lines continue on the next two pages.

8. continued.

Turn over

8. continued.

(Total for Question 8 = 4 marks)

Turn over

**9. Evaluate the working memory model
(Baddeley and Hitch, 1974)**

(8 marks)

**Answer lines continue on the next six
pages.**

9. continued.

Turn over

9. continued.

Turn over

9. continued.

Turn over

9. continued.

Turn over

9. continued.

Turn over

9. continued.

(Total for Question 9 = 8 marks)

TOTAL FOR SECTION B = 29 MARKS

SECTION C

10. In your studies of social and cognitive psychology you will have learned about the following classic studies:

- Sherif et al. (1954/1961)**
- Baddeley (1966b)**

**Evaluate both classic studies in terms of reliability and validity.
(12 marks)**

Answer lines are on the next nine pages.

Turn over

10. continued.

Turn over

10. continued.

Turn over

10. continued.

Turn over

10. continued.

Turn over

10. continued.

Turn over

10. continued.

Turn over

10. continued.

Turn over

10. continued.

Turn over

10. continued.

(Total for Question 10 = 12 marks)

TOTAL FOR SECTION C = 12 MARKS

TOTAL FOR PAPER = 70 MARKS

END OF PAPER