

Please write clearly in	block capitals.	
Centre number	Candidate number	
Surname		-
Forename(s)		-
Candidate signature	I declare this is my own work.	

AS PSYCHOLOGY

Paper 1 Introductory topics in psychology

Time allowed: 1 hour 30 minutes

Materials

For this paper you may use:

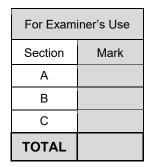
• a calculator.

Instructions

- Use black ink or black ball-point pen.
- Fill in the boxes at the top of this page.
- Answer all questions.
- You must answer the questions in the spaces provided. Do **not** write outside the box around each page or on blank pages.
- If you need extra space for your answer(s), use the lined pages at the end of this book. Write the question number against your answer(s).
- Do all rough work in this book. Cross through any work you do not want to be marked.

Information

- The marks for questions are shown in brackets.
- The maximum mark for this paper is 72.
- You will be assessed on your ability to:
 - use good English
 - organise information clearly
 - use specialist vocabulary where appropriate.







Social Influence Answer all questions in this section. Only one answer per question is allowed. For each question completely fill in the circle alongside the appropriate answer. CORRECT METHOD WRONG METHODS WRONG METHODS WRONG METHODS NO If you want to change your answer you must cross out your original answer as shown. If you wish to return to an answer previously crossed out, ring the answer you now wish to select as shown. If you wish to return to an answer previously crossed out, ring the answer you now wish to select as shown. If you wish to return to an answer previously crossed out, ring the answer you now wish to select as shown. If you wish to return to an answer previously crossed out, ring the answer you now wish to select as shown. If you wish to return to an answer previously crossed out, ring the answer you now wish to select as shown. If you wish to return to an answer previously crossed out, ring the answer you now wish to select as shown. If you wish to return to an answer previously crossed out, ring the answer you now wish to select as shown. If you wish to return to an answer previously crossed out, ring the answer you now wish to select as shown. If you wish to return to an answer previously crossed out, ring the answer you now wish to select as shown. If you wish to return to an answer previously crossed out, ring the answer you now wish to select as shown. If you wish to return to an answer previously crossed out, ring the answer you now wish to select as shown. If which of the the experiments as the participant, obedience levels increased. If when the experimenter and two disobedient confederates were in the same room as the participant, obedience levels increased. If when the experimenter gave instructions over the phone, obedience levels increased. If when the experimenter was in a different room to the participant, obedience levels decreased. If when the experimenter was in a different room to the participant, obedience levels decreased. If when the experimenter was in a differen		Section A	
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2	Explain what is meant by social change.	Do not outsid bo
	[2 marks]	
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3	Steph's psychology teacher is leaving at the end of term. Steph would like to organise a surprise fancy dress party for her, but the rest of the class are not convinced that it is a good idea.	
	Use your knowledge of two or more factors affecting minority influence to explain how Steph can persuade the rest of her class to accept her idea.	
	[6 marks]	
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Turn over ►

04	Describe the procedure of Zimbardo's research into social roles.	[6 marks]	Do not write outside the box
	Extra space		
0 5	Explain one limitation of Zimbardo's research into social roles.	[3 marks]	



	group.	in Table 1		
	The results of the study are giver Table 1 Average confo		two age groups	
	Measures of central tendency	Group A Ages 11–15	Group B Ages 16–20	
	Mean	25	25	
	Median	29	21	
	Mode	33	18	
) 6. 1	Identify the type of distribution tha In each case justify your answer. Group A	at the data suggest for		B. mar
0 6. 1	In each case justify your answer. Group A	at the data suggest for	[4	
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Do not write outside the box

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	Section B
	Memory
	Answer all questions in this section.
0 7	A researcher investigated the accuracy of eyewitness testimony. Whilst students were listening to a lecture, they saw a man steal a bag from the floor at the front of the lecture hall.
	In Condition A , 10 students were asked individually to estimate the man's height in metres.
	In Condition B , 10 other students took part in a group discussion about what they had seen. They were then asked individually to estimate the man's height in metres.
0 7.1	Identify the experimental design used in this study. Justify your answer. [2 marks
0 7.2	Identify the operationalised dependent variable in this study. [2 marks
0 7.3	Explain why the data in this study is primary data. [2 marks



07.4	A week later, the same students were asked to describe the man's facial features, estimate his age in years and weight in kilograms.	Do not write outside the box
	Identify the qualitative data collected by the researcher. Justify your answer. [2 marks]	
0 8	Briefly evaluate retrieval failure as an explanation for forgetting. [4 marks]	
	Extra space	



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09	Describe and evaluate the multi-store model of memory.		Do not write outside the box
		[12 marks]	
	You may use this space to plan your answer.		





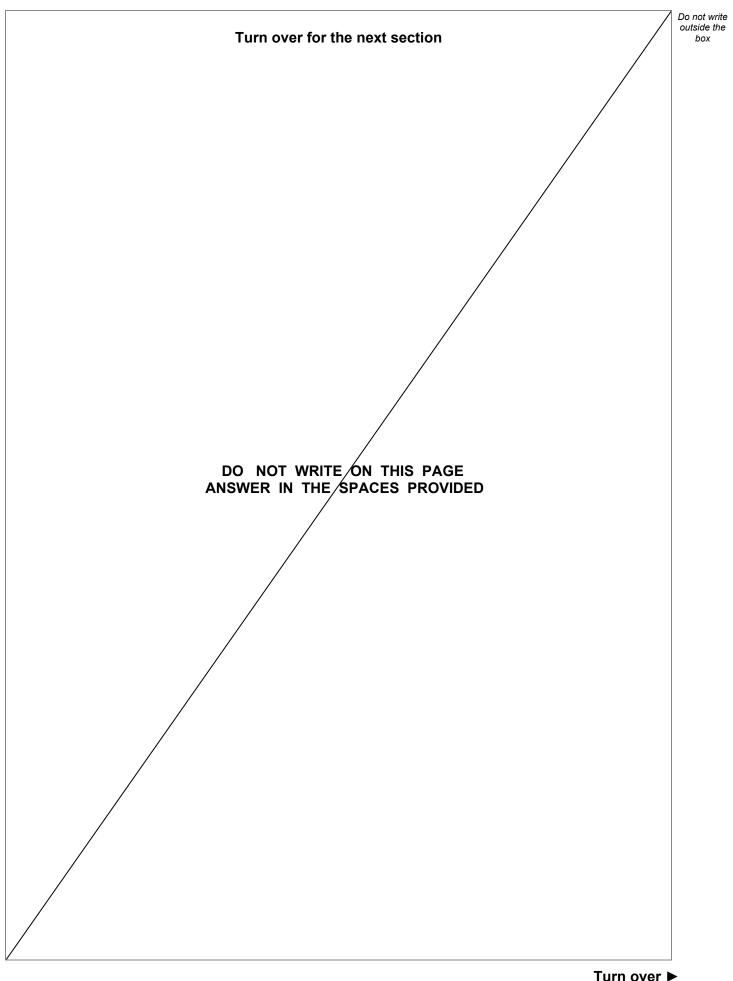


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Extra space			
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Section C Attachment Answer all questions in this section. Describe the learning theory explanation of attachment. [4 marks
0 Describe the learning theory explanation of attachment.
Extra space



1 1	Outline how Harlow studied attachment using animals. [4 marks]	Do not write outside the box
	Extra space	
12	Other than ethical issues, explain one limitation of using animals to study attachment in humans. [4 marks]	
	Extra space	



1 3	Some psychologists have criticised the way attachment has been measured or studied using the Strange Situation technique because it is not realistic.	Do not write outside the box
	Briefly explain two ways the Strange Situation technique might be modified to be more realistic.	
	[4 marks]	
	Extra space	



1 4	Discuss Bowlby's theory of maternal deprivation.	Do no outsic bo	ot write de the ox
		[8 marks]	
	You may use this space to plan your answer.		



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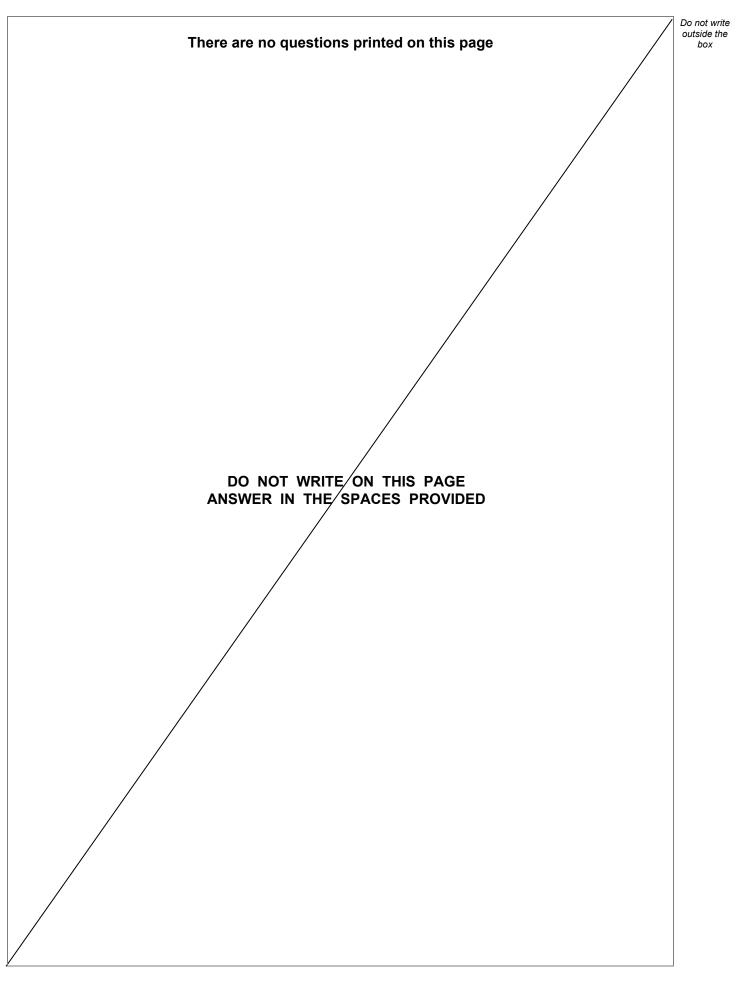
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