



Surname _____

Other Names _____

Centre Number _____

Candidate Number _____

Candidate Signature _____

AS

PSYCHOLOGY

Paper 1 Introductory Topics in Psychology

7181/1

Monday 16 May 2016

Afternoon

Time allowed: 1 hour 30 minutes

For this paper you may use:

- a calculator

At the top of the page, write your surname and other names, your centre number, your candidate number and add your signature.

[Turn over]



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 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.**

DO NOT TURN OVER UNTIL TOLD TO DO SO

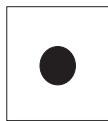


SECTION A**SOCIAL INFLUENCE**

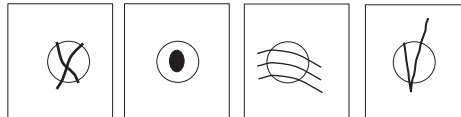
Answer ALL questions in this section.

For each multiple-choice question, completely fill in the circle alongside the appropriate answer.

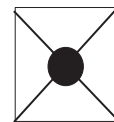
**CORRECT
METHOD**



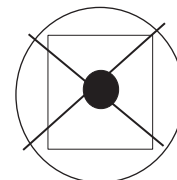
**WRONG
METHODS**



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.



0 1 . 1 Name **THREE** behaviours that enable a minority to influence a majority. [3 marks]

0 1 . 2 Marcus wants to persuade his group of friends to go travelling in the summer but the rest of the group would like to go on a beach holiday.

Briefly suggest how Marcus might use the THREE behaviours that you have identified in your answer to 01.1 to persuade his friends to go travelling. [3 marks]

[Turn over]





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0	2
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Ten A-level students took part in a study of attitudes to Milgram's research on obedience. They were asked about the value of Milgram's research and about ethical concerns with Milgram's research.

For each student, the researcher recorded two scores out of 10, a 'value of research' score and an 'ethical concern' score.

A high 'value of research' score means the student thinks Milgram's research was very valuable and a high 'ethical concern' score means that the student thinks that Milgram's research caused many ethical concerns.



The findings are shown in TABLE 1 below

TABLE 1

Student	Value of research score	Ethical concern score
1	6	10
2	8	9
3	9	7
4	5	7
5	2	3
6	6	8
7	7	7
8	9	8
9	6	10
10	6	7

0 2 . 1

How many students have a 'value of research' score of <6?

Shade ONE box only. [1 mark]

A 2 students

B 3 students

C 4 students

D 5 students

[Turn over]



0 2 . 2

Give the mode for BOTH sets of scores in TABLE 1

Mode for value of research _____

Mode for ethical concern _____

[2 marks]

0 2 . 3 The mode is one type of descriptive statistic. Identify TWO OTHER descriptive statistics that could be used to further analyse the data in TABLE 1. In EACH case, explain how the descriptive statistics you have identified could be calculated. [4 marks]



0 3

The study in question 02 involves self-report. Outline what is involved in self-report. [3 marks]

[Turn over]



[Turn over]

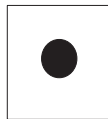


SECTION B**MEMORY**

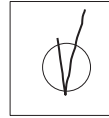
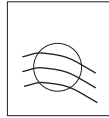
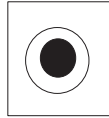
Answer ALL questions in this section.

For each multiple-choice question, completely fill in the circle alongside the appropriate answer.

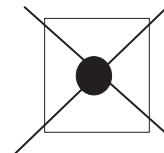
CORRECT METHOD



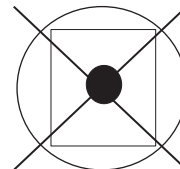
WRONG METHODS



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.



0 5

Outline what psychological research has shown about short-term memory according to the multi-store model of memory. [4 marks]

[Turn over]



0 6

Annie can still skateboard even though she hasn't skated for many years. Germaine can still recall what happened on his first day at university even though it was ages ago. Billy remembers the names of the tools he needs to repair the broken tap.

Identify THREE types of long-term memory and explain how EACH type is shown in ONE of the examples above. [6 marks]



0 7

Below are five evaluative statements about the cognitive interview. Which TWO statements are correct? [2 marks]

Shade TWO boxes only.

The cognitive interview...

A can only be used in Western cultures.

B takes longer than the standard interview.

C involves unethical treatment of witnesses.

D requires special training of police officers.

E cannot be used to interview children.



0 8

Discuss what psychological research has shown about working memory. In your answer, refer to theory and/or evidence. [12 marks]

You may use this space to plan your answer.

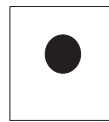
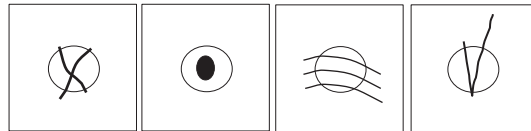
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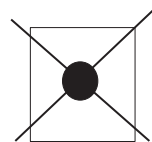
SECTION C**ATTACHMENT**

Answer ALL questions in this section.

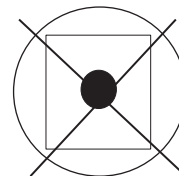
For each multiple-choice question, completely fill in the circle alongside the appropriate answer.

CORRECT METHOD**WRONG METHODS**

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.



[Turn over]



0 9

Below are five evaluative statements about the Romanian orphan research. Which TWO statements are correct? [2 marks]

Shade TWO boxes only.

The Romanian orphan research is ...

A limited because it involves only a few case studies.

B good because it involves comparison with control groups.

C scientific because it shows a cause and effect relationship.

D ethically questionable because it involves separation.

E useful because it shows long-term effects, not just short-term effects.



1	0
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Researcher A found that young animals seemed to attach for comfort rather than for food.

Researcher B found that mobile newborn animals would follow the first large moving object that they saw.

1	0
---	---

1

Give the name of Researcher A and state the type of animal studied by this researcher. [2 marks]

1	0
---	---

2

Give the name of Researcher B and state the type of animal studied by this researcher. [2 marks]

[Turn over]



1	1
---	---

Abi had a happy, secure childhood with parents who loved her very much. She now has two children of her own and loves them very much too. The two children make friends easily and are confident and trusting.

Referring to Abi and her family, explain what psychologists have discovered about the internal working model. [6 marks]





1 2

Discuss the Strange Situation as a way of assessing type of attachment. [12 marks]

You may use this space to plan your answer.

[Turn over]



There are no questions printed on this page

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