AQA

AS
PSYCHOLOGY
(7181/1)
Paper 1 Introductory Topics in Psychology

2016   Morning   Time allowed: 1 hour 30 minutes

Materials
For this paper you may have:
* a calculator.

Instructions
* Use black ink or black ball-point pen.
* Fill in the boxes at the bottom 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.
* 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.
* Questions should be answered in continuous prose. You will be assessed on your ability to:
  - use good English
  - organise information clearly
  - use specialist vocabulary where appropriate.

Please write clearly, in block capitals, to allow character computer recognition.

Centre number ☐☐☐☐☐   Candidate number ☐☐☐☐

Surname ☐☐☐☐☐☐☐☐☐☐☐☐☐☐☐☐☐☐☐☐☐☐☐☐☐☐☐

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(7181/1)

Section A

Social influence

Answer **all** questions in this section

For each answer 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 | Which **two** of the following statements about Zimbardo's prison study are correct? |

Shade **two** boxes only.

The study showed how…

A roles affect behaviour.   ▢

B people obey authority.   ▢

C unanimity affects behaviour.   ▢

D people conform to the majority.   ▢

E behaviour is influenced by loss of identity.   ▢

[2 marks]

| 0 | 2 | Many people have criticised Zimbardo's prison study. |

Identify and briefly discuss **two** reasons why people have criticised Zimbardo's prison study.

[6 marks]

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0 3   Social influence research helps us to understand how it is possible to change people's behaviour: for example, understanding how to persuade people to eat more healthily.

With reference to this example of social change, explain how psychology might affect the economy.

[4 marks]

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0 4 Read the item and then answer the question that follows.

Polly always checks what her friends are going to wear before she gets ready to go out because she does not like to be the odd one out.

Jed watches his colleagues carefully when he starts a new job so that he can work out where to put his things and how long to take for lunch.

Discuss **two** explanations for conformity. Refer to Polly and Jed in your discussion.

[12 marks]

You may use this space to plan your answer.

0 4

Extra space

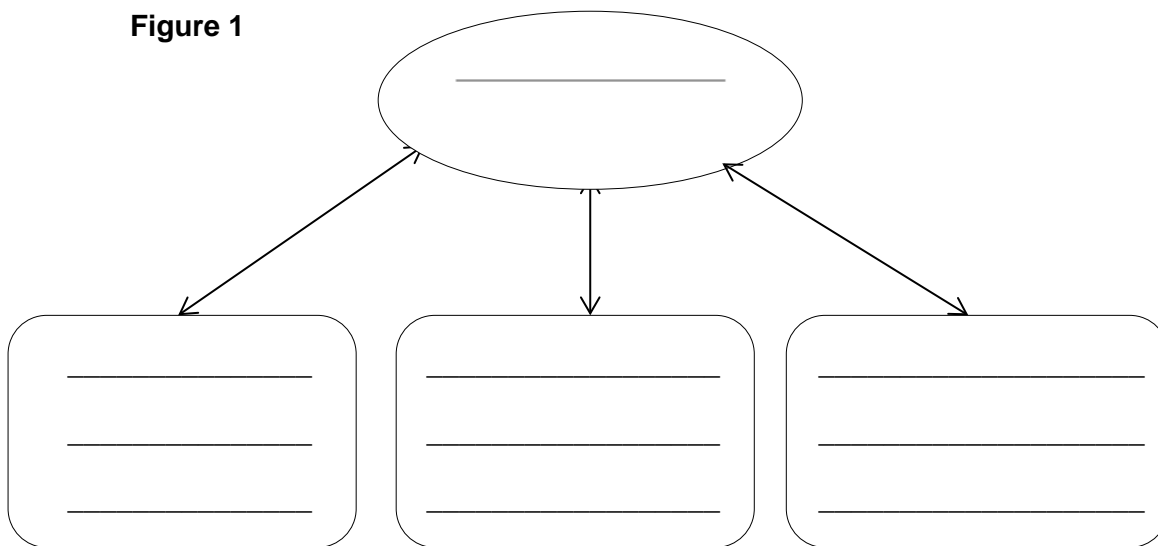**Turn over for the next section**

Section B

Memory

Answer **all** questions in this section

| 0 | 5 | **Figure 1** is a diagram of the working memory model. Write the name of **each** of the **four** components of working memory in the space provided.

Figure 1

[4 marks]

| 0 | 6 | Read the item and then answer the questions that follow.

A researcher investigating the multi-store model of memory tested short-term memory by reading out loud sequences of numbers that participants then had to repeat aloud immediately after presentation. The first sequence was made up of three numbers: for example, 8, 5, 2. Each participant was tested several times, and each time the length of the sequence was increased by adding another number.

Use your knowledge of the multi-store model of memory to explain the purpose of this research and the likely outcome.

[4 marks]

0 7 After the study was completed, the researcher decided to modify the study by using sequences of letters rather than numbers.

Suggest **one** 4-letter sequence **and one** 5-letter sequence that the researcher could use. In the case of **each** sequence, give a justification for your choice. Use a different justification for each sequence.

[4 marks]

0 8 Read the item and then answer the question that follows.

Martin is studying for his modern language exams. He revises French followed by Spanish on the same night and then gets confused between the two: for example, he remembers the French word for 'chair' instead of the Spanish word for 'chair'. Sometimes, his mum helps to test Martin's vocabulary. When he is unable to remember a word, his mum tells him the first letter, then he can often recall it correctly.

Discuss **two** explanations for forgetting. Refer to Martin's experiences in your answer.

[12 marks]

Extra space

Turn over for the next section

Section C

Attachment

Answer **all** questions in this section

For each answer 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 | 9 | | Read the item and then answer the questions that follow. |

A child psychologist carried out an overt observation of caregiver-infant interaction. She observed a baby boy interacting separately with each of his parents. Using a time sampling technique, she observed the baby with each parent for 10 minutes. Her findings are shown in **Table 1** below.

Table 1: Frequency of each behaviour displayed by the infant when interacting with his mother and when interacting with his father

	Gazing at parent	Looking away from parent	Eyes closed	Total
Mother	12	2	6	20
Father	6	10	4	20
Total	18	12	10	40

| 0 | 9 | . | 1 | Using the data in **Table 1**, explain the procedure used for the time sampling technique in this study.

[3 marks]

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0 9 . 2 In what percentage of the total observations was the baby gazing at his mother?
Show your calculations.

[2 marks]

0 9 . 3 Which **one** of the following types of data best describes the data collected in this
study? Shade **one** box only.

[1 mark]

A   Primary data   ⬭

B   Qualitative data   ⬭

C   Secondary data   ⬭

D   Continuous data   ⬭

0 9 . 4 The study in **Question 09** was an overt observation.

Explain what is meant by 'overt observation'.

[2 marks]

1 0 Outline the procedure used in **one** study of animal attachment.

[4 marks]

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1 1 Briefly discuss **one** limitation of using animals to study attachment in humans.

[4 marks]

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1 2 One theory about how and why babies form attachments is Bowlby's monotropic theory.

Outline and evaluate Bowlby's monotropic theory of attachment

[8 marks]

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END OF QUESTIONS

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