



Please write clearly in block capitals.

Centre number

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Candidate number

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Surname

Forename(s)

Candidate signature

AS PSYCHOLOGY (SPECIFICATION B)

Unit 1 Introducing Psychology

Monday 16 May 2016

Afternoon

Time allowed: 1 hour 30 minutes

Materials

You will need no other materials.
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.
- 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 60.
- Questions 1(f) and 2(e) should be answered in continuous prose. You may use the space provided to plan your answer. In these questions, you will be marked on your ability to:
 - use good English
 - organise information clearly
 - use specialist vocabulary where appropriate.



J U N 1 6 P S Y B 1 0 1

G/TI/Jun16/E4

PSYB1

Section A Key Approaches and Biopsychology

Answer **all** parts of this question which carries 20 marks.

1 (a) Using an example of human behaviour, explain what is meant by 'evolution'.

[2 marks]

A researcher investigating conditioning conducted the following study. A dog was placed in a large cage. When the dog pressed a pad on the floor, the door of the cage opened. This allowed the dog to escape from the cage.

Each day for one week, the dog was placed in the cage and the researcher recorded the time taken in seconds for the dog to open the cage door, allowing the dog to escape.

The recorded times are given below.

Table 1 Raw data

	Day 1	Day 2	Day 3	Day 4	Day 5	Day 6	Day 7
Time taken for the door to open (in seconds)	60	50	36	24	20	15	10

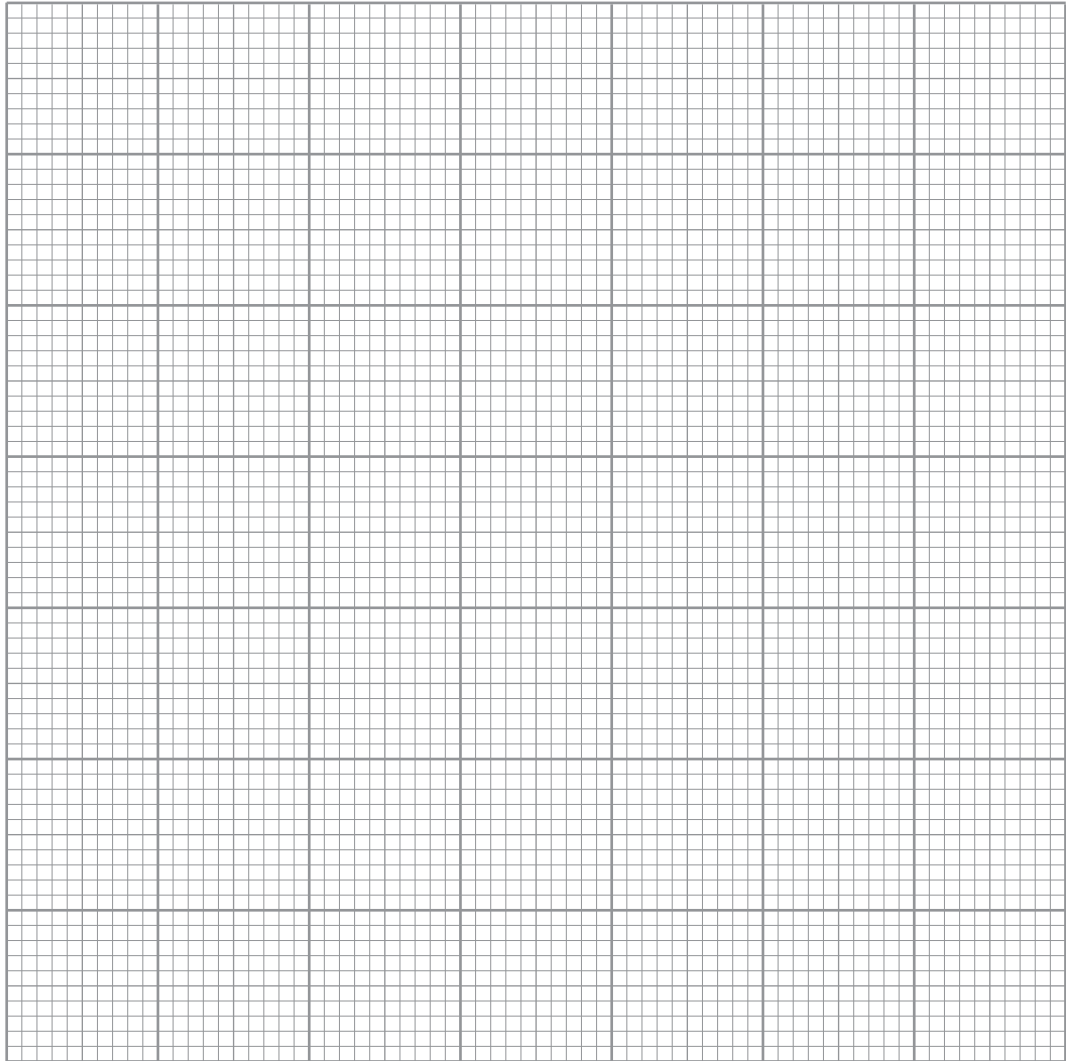
1 (b) Briefly outline **one** advantage of conducting research in laboratory conditions.

[1 mark]



1 (c) Using the graph paper below, draw a fully labelled graph of the raw data in **Table 1**.
[4 marks]

Title: _____



Turn over ►



1 (d) Use your knowledge of conditioning to explain the results of the study.

[2 marks]

1 (e) Humanistic psychologists suggest that all people are driven towards self-actualisation.

Self-actualisation means...

[1 mark]

A	having free will.	
B	not imposing conditions of worth.	
C	realising one's potential.	
D	studying the unique individual.	

(Tick **one** box only.)



Section B Gender Development

Answer **all** parts of this question which carries 20 marks.

2 (a) Which **one** of the following statements is **true**? Tick **one** box only.

[1 mark]

In the Electra complex the girl identifies with her father.	<input type="checkbox"/>
In the Oedipus complex the boy is jealous of his mother.	<input type="checkbox"/>
In the Oedipus complex the boy identifies with his mother.	<input type="checkbox"/>
In the Electra complex the girl identifies with her mother.	<input type="checkbox"/>

2 (b) What is meant by a 'sex-role stereotype'? Give an example.

[2 marks]

Question 2 continues on the next page

Turn over ►



2 (c) (i) Outline **one** study in which the possible effects of sex-role stereotyping on gender development were investigated. Briefly describe what the researcher(s) did and what was found.

[2 marks]

2 (c) (ii) Briefly evaluate the study you have described in your answer to question **2(c)(i)**.

[2 marks]



Researchers asked American students and Chinese students to rate the importance of gender equality at home and in the workplace. The students used a scale of 1 to 10, where 1 is not at all important and 10 is essential.

The researchers then compared the ratings of the American and Chinese students and found the following results:

Table 2 Median ratings for the importance of gender equality at home and in the workplace given by American and Chinese students.

	Equality at home	Equality at work
American students	5.5	8.5
Chinese students	9.0	6.0

- 2 (d)** What conclusion can be drawn from the data in **Table 2** above? Justify your answer. **[3 marks]**

Question 2 continues on the next page

Turn over ►



Section C Research Methods

Answer **all** parts of this question which carries 20 marks.

- 3** Managers at a college wished to find out if the students were satisfied with the teaching and learning provided. They asked a researcher to conduct a pilot study to investigate the attitudes of students in one subject area, the Psychology department.

The researcher decided to focus on the attitudes of the students to the lesson activities and to homework assignments. The researcher also thought it was important to find out about any aspects of the course teaching that the students thought could be improved.

The researcher designed a questionnaire to use with the psychology students to obtain this information. To ensure anonymity the students were not required to put their names on the questionnaire. All psychology students completed the questionnaire at the start of a psychology lesson.

- 3 (a)** Explain how not requiring students to put their names on the questionnaires might have affected the results.

[2 marks]

- 3 (b)** Apart from the issues of anonymity explain **one other** advantage of using questionnaires.

[2 marks]



3 (d) What is a pilot study and why is it useful to conduct pilot studies?

[3 marks]

After analysis of the responses to the questionnaire, the researcher interviewed a sample of students who had completed the questionnaire.

3 (e) Explain why it might be useful to interview students as well as analysing the questionnaire responses.

[2 marks]

3 (f) The researcher decided to conduct a structured interview. Explain **one** advantage of conducting this type of interview rather than an unstructured interview.

[2 marks]



There are no questions printed on this page

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