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Edexcel GCE

Psychology
Advanced Subsidiary
Unit 1: Social and Cognitive Psychology

Thursday 10 January 2013 – Afternoon Time: 1 hour 20 minutes	Paper Reference 6PS01/01
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You do not need any other materials.

Total Marks

Instructions

- Use **black** ink or ball-point pen.
- **Fill in the boxes** at the top of this page with your name, centre number and candidate number.
- Answer **all** questions.
- Answer the questions in the spaces provided
– *there may be more space than you need.*

Information

- The total mark for this paper is 60.
- The marks for **each** question are shown in brackets
– *use this as a guide as to how much time to spend on each question.*
- Questions labelled with an **asterisk** (*) are ones where the quality of your written communication will be assessed
– *you should take particular care with your spelling, punctuation and grammar, as well as the clarity of expression, on these questions.*

Advice

- Read each question carefully before you start to answer it.
- Keep an eye on the time.
- Try to answer every question.
- Check your answers if you have time at the end.

Turn over ►

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SECTION A

Answer ALL questions. You are advised to spend approximately 15 minutes on Section A.

**In Section A put a cross in each correct box to indicate your answer.
If you change your mind, put a line through the box and then put a cross in another box .**

For questions 1–8 choose ONE answer from A, B, C or D.

1 Age, sex and intelligence are all examples of

- A** situational variables
- B** matched pairs
- C** participant variables
- D** demand characteristics

(Total for Question 1 = 1 mark)

2 The study by Godden and Baddeley (1975) used which type of design?

- A** Matched pairs
- B** Repeated measures
- C** Independent groups
- D** Correlation

(Total for Question 2 = 1 mark)

3 Which of the following is a strength of random sampling?

- A** It is a quick, convenient and economical form of sampling.
- B** The researcher may be biased by choosing helpful participants.
- C** It provides the best chance of an unbiased representative sample.
- D** It minimises order effects making the study reliable.

(Total for Question 3 = 1 mark)

4 A disadvantage of quantitative data is that it

- A** gives data that can be tested to see if the results are due to chance
- B** might produce narrow and unrealistic information
- C** is hard to replicate due to lack of control
- D** produces rich, detailed information

(Total for Question 4 = 1 mark)



5 What is the purpose of a null hypothesis?

- A To make an experiment more reliable and valid.
- B To ensure each participant has an equal chance of taking part.
- C To prevent any confounding variables from affecting the results.
- D To see if any difference or relationship is due to chance.

(Total for Question 5 = 1 mark)

6 Getting stored information out of memory is also known as

- A forgetting
- B storage
- C problem solving
- D retrieval

(Total for Question 6 = 1 mark)

7 Which of the following is a weakness of natural experiments?

- A They have high ecological validity as they are carried out in a natural environment.
- B They may be difficult to replicate as the independent variable is not manipulated.
- C They are likely to suffer from order effects as they are in a natural environment.
- D There is no dependent variable, which makes them less valid.

(Total for Question 7 = 1 mark)

8 Julie is telling her class that society needs to follow orders from authority figures to prevent chaos.

Which theory from social psychology is Julie talking about?

- A Social identity
- B Agency
- C Charismatic leadership
- D Realistic conflict

(Total for Question 8 = 1 mark)



For questions 9 and 10 choose **TWO** answers from A, B, C, D and E.

9 Which **two** of the following are the best examples of shallow processing?

- A Ian is checking his essay for spelling mistakes during his lunch break.
- B Ismail is summarising his speech before he leads Friday prayer.
- C Karen is sitting in her car listening to music on the radio.
- D Peta is making some revision notes before taking her driving theory test.
- E Kevin is explaining what he did on holiday on his online blog.

(Total for Question 9 = 2 marks)

10 Which **two** of the following statements are true about Milgram's (1963) study of obedience?

- A The task required the participant to read out word pairs.
- B Milgram himself was the actual experimenter in the original study.
- C The participants were all Milgram's friends and family.
- D The participant was told to move up two switches at a time for each wrong answer.
- E 26 out of 40 participants continued to the maximum voltage.

(Total for Question 10 = 2 marks)

TOTAL FOR SECTION A = 12 MARKS



SECTION B

Answer ALL questions. You are advised to spend approximately 40 minutes on Section B.

- 11** Many parents complain that their children watch too much TV. Imagine that you have been asked to carry out a survey to see whether teenagers or their parents watch more hours of TV.



(Source: ©David Perez Shadi)

- (a) Write a directional (one tailed) alternative hypothesis for your survey.

(2)

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- (b) (i) Which participant design would be used in your survey?

(1)

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(ii) Explain why the design you used in (b)(i) is appropriate for your survey.

(2)

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(c) With reference to your survey into television viewing hours, explain **two** ethical guidelines that you would need to consider.

(4)

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13 Explain the difference between prejudice and discrimination. You must use evidence from psychological research in your answer.

(3)

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(Total for Question 13 = 3 marks)



14 Your friend is helping you revise and wants to see if you can pick out the most important points from theories you have studied.

Your friend has asked you to explain two features from the cue dependent theory of forgetting.

Outline **two** features of the cue dependent theory of forgetting that you think are important.

(4)

First feature

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Second feature

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(Total for Question 14 = 4 marks)



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(Total for Question 17 = 12 marks)

TOTAL FOR SECTION C = 18 MARKS
TOTAL FOR PAPER = 60 MARKS



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