

Mark schemes

Q1.

[AO3 = 8]

Level	Marks	Description
4	7-8	Evaluation of psychological explanation(s) for obesity is thorough and effective. Minor detail and/or expansion of argument is sometimes lacking. The answer is clear, coherent and focused. Specialist terminology is used effectively.
3	5-6	Evaluation of psychological explanation(s) for obesity is mostly effective. The answer is mostly clear and organised but occasionally lacks focus. Specialist terminology is used appropriately.
2	3-4	Evaluation of psychological explanation(s) for obesity is of limited effectiveness. The answer lacks clarity, accuracy and organisation in places. Specialist terminology is used inappropriately on occasions.
1	1-2	Evaluation of psychological explanation(s) for obesity is limited and poorly focused. The answer as a whole lacks clarity, has many inaccuracies and is poorly organised. Specialist terminology is either absent or inappropriately used.
	0	No relevant content.

Possible evaluation:

- use of evidence to support/contradict psychological explanations, eg restrained eaters actually eat more – paradoxical effect (Wardle and Beales, 1988); disinhibited eating linked to attachment anxiety (Wilkinson, 2010); the ‘what the hell effect’ (Herman and Mack, 1975)
- comparison with alternative explanations, eg genetic and neural
- psychological explanations describe the thinking patterns associated with obesity but most do not explain the original cause
- implications for dieting success and failure – perhaps obese people can learn to think about food intake differently
- implications for the economy, eg cost of obesity to the NHS and other services
- stigma and blame – whether or not obese people should take responsibility for their excess weight
- broader debates, eg nature-nurture, determinism.

Credit other relevant material.

Q2.**[AO2 = 4]**

Level	Mark	Description
2	3-4	Explanation of why Charlene's dieting might not be successful is clear and appropriate. There is appropriate use of specialist terminology.
1	1-2	Explanation is limited, muddled or inappropriate. Use of specialist terminology is absent or inappropriate.
	0	No relevant content.

Possible application:

- Charlene's restrained eating may have a paradoxical effect – she is restricting food intake 'to few calories' but may end up eating more
- Charlene is on a very restrictive diet – low-calorie diets have unpleasant side-effects which might lead to abandonment of the diet
- Charlene shows intense pre-occupation with food, thinking about food all the time can lead to increased eating as forbidden foods become more salient
- Charlene alternates between restriction and disinhibited eating which can lead to weight gain
- Charlene has tried before but put the weight back on – 'yoyo' dieting is a repetitive cycle of loss and gain
- Charlene's past unsuccessful dieting attempts and her unrealistic target of being a skinny supermodel are indicators of likely failure.

Credit other relevant material.

[4]