

Mark schemes

Q1.

[AO1 = 3]

3 marks for a clear and coherent outline. For 3 marks there must be some reference to the cyclical nature and/or how the model incorporates the notion of relapse.

2 marks for a clear outline with some detail.

1 mark for a limited/muddled outline.

Possible content:

- six-stage cyclical model showing the stages of behaviour change in someone deliberately seeking to change – allows for relapse at any point except final stage
- pre-contemplation: not really thinking about changing behaviour – inertia
- contemplation: thinking about changing/aware of need to change but no commitment
- preparation: preparing to change/planning, eg by seeing a drugs counsellor/GP
- action: doing something to change, eg throwing all the alcohol out of the house
- maintenance: established abstinence for more than 6 months, increased confidence
- termination: newly acquired behaviour is the norm, no temptation to relapse.

[3]

Q2.

[AO1 = 4]

Level	Marks	Description
2	3-4	Knowledge of the theory of planned behaviour is clear and has some detail. There is appropriate use of specialist terminology.
1	1-2	Knowledge of the theory of planned behaviour is limited/muddled. Use of specialist terminology is either absent or inappropriate.
	0	No relevant content.

Possible content:

- theory of planned behaviour (Ajzen, 1985) describes how a set of beliefs might affect the possibility of behaviour change
- sees intention to change as the key to successful behaviour change
- intention is determined by a combination of three factors:
 - personal attitude/own beliefs about the addictive behaviour
 - subjective norms/social pressure – what we think society/friends/family think about the addictive behaviour
 - perceived control of own behaviour – how we feel able to control own behaviour and effect change (self-efficacy).

Credit other relevant material.

[4]

Q3.**[AO3 = 4]**

Level	Mark	Description
2	3-4	Evaluation of the theory of planned behaviour is clear, appropriate and effective. There is appropriate use of specialist terminology.
1	1-2	Evaluation of the theory of planned behaviour is limited/muddled. Use of specialist terminology is either absent or inappropriate.
	0	No relevant content.

Possible evaluation:

- use of evidence to support/contradict the model, eg positive correlation between attitudes, intention and behaviour (Oh and Hsu, 2001); model predicts reduced alcohol intake (Hagger, 2011); model is a predictor of behaviour – meta-analysis of 185 studies (Armitage and Connor, 2001)
- some evidence that model is a good predictor of intention but does not always predict behaviour change
- acknowledges the importance of social factors (friends/family/social norms) in behaviour change
- practical applications: model is widely used in health psychology to design interventions, assess their effectiveness, predict who is vulnerable.

Credit other relevant material.

[4]