

**OXFORD CAMBRIDGE AND RSA EXAMINATIONS  
GCSE**

**B541/01**

**PSYCHOLOGY**

**Studies and Applications in  
Psychology 1**

**WEDNESDAY 23 JANUARY 2013: Afternoon**

**DURATION: 1 hour 15 minutes  
plus your additional time allowance**

**MODIFIED ENLARGED 18pt**

<b>Candidate forename</b>		<b>Candidate surname</b>	
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<b>Centre number</b>						<b>Candidate number</b>				
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**Candidates answer on the Question Paper.**

**OCR SUPPLIED MATERIALS:**

**None**

**OTHER MATERIALS REQUIRED:**

**None**

**READ INSTRUCTIONS OVERLEAF**

## **INSTRUCTIONS TO CANDIDATES**

- **Write your name, centre number and candidate number in the boxes on the first page. Please write clearly and in capital letters.**
- **Use black ink. HB pencil may be used for graphs and diagrams only.**
- **Answer ALL the questions.**
- **Read each question carefully. Make sure you know what you have to do before starting your answer.**
- **Write your answer to each question in the space provided. If additional space is required, you should use the lined pages at the end of this booklet. The question number(s) must be clearly shown.**

## **INFORMATION FOR CANDIDATES**

- **The number of marks is given in brackets [ ] at the end of each question or part question.**
- **The total number of marks for this paper is 80.**
- **You will be awarded marks in questions 18 and 23 for the quality of your written communication.**

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**Answer ALL questions.**

**SECTION A – COGNITIVE PSYCHOLOGY**

**MEMORY**

- 1 Input is the first stage of information processing in memory.**

**Give the other FOUR stages.**

- 1** \_\_\_\_\_
- 2** \_\_\_\_\_
- 3** \_\_\_\_\_
- 4** \_\_\_\_\_

**[4]**

- 2 Answer the following questions about Terry's (2005) experiment into memory for TV commercials.**

**For each question, choose ONE answer by ticking the relevant box.**

- (a) What type of experimental design did Terry use?**

**independent groups** ☐

**matched pairs** ☐

**repeated measures** ☐

**[1]**

**(b) What did participants have to recall about the TV commercials?**

**duration of commercial**

☐

**product being advertised**

☐

**slogan used**

☐

**[1]**

**(c) What did Terry find in the delayed recall condition?**

**just a primacy effect**

☐

**just a recency effect**

☐

**a primacy and recency effect**

☐

**[1]**

## THE ADVERTISING GAME

If a TV advert is loud, colourful or shocking, it is likely to get the audience's attention. However, it is more difficult to get the audience to actually remember an advert and to recall the details of its product. Too much information will overload the audience. It is better to break information down into chunks and repeat the message a number of times. The purpose is to get a potential customer to store an advert into their long-term memory. However, even when it is there, it may need a cue to be retrieved. This is why product displays are important in shops.

Using the source:

(a) Identify the purpose of advertising.

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[1]

(b) Identify the phrase associated with rehearsal.

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[1]

**(c) Give a technique that is used to prevent displacement.**

\_\_\_\_\_ [1]  
\_\_\_\_\_

**(d) Give a technique that is used to prevent accessibility problems.**

\_\_\_\_\_ [1]  
\_\_\_\_\_

**(e) Name the memory process that makes the audience aware of adverts.**

\_\_\_\_\_ [1]  
\_\_\_\_\_

- 4 The levels of processing theory explains forgetting using the idea of deep processing.**

**Explain this theory of forgetting.**

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**[3]**



## **SECTION B – DEVELOPMENTAL PSYCHOLOGY**

### **ATTACHMENT**

- 5 Complete the following passage on measuring attachment by filling in the gaps.**

**You must choose a different term for each gap from the list below. [3]**

**AMBIVALENT      ANXIETY      AVOIDANT**

**DEPRESSION      PROTEST**

**Psychologists measure attachment using separation \_\_\_\_\_ and stranger \_\_\_\_\_ .**

**If an infant does not mind being separated from their caregiver, this means they are likely to have an insecure \_\_\_\_\_ attachment.**

- 6 Outline the procedure of Hazen & Shaver's (1987) study into the relationship between attachment types and adult relationships.**

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**[3]**

- 7 Explain ONE limitation of Hazen & Shaver's study.**

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**[3]**

**DEPRIVATION OR PRIVATION?**

**Child X was 4 years old when he was taken into care. He had always lived with his mother up until this point. His mother, a single parent, said she could no longer cope with him. She ended up abandoning him by leaving him with neighbours for four weeks. The neighbours finally contacted social services when they realised that the mother was not coming back. The child is now displaying lots of behaviour problems.**

**Using the source:**

- (a) Explain how a psychologist could decide whether Child X has suffered privation rather than deprivation.**

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**[3]**

**(b) Outline ONE other application of research into attachment.**

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**[3]**

## SECTION C – SOCIAL PSYCHOLOGY

### OBEDIENCE

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#### WHO IS GUILTY?

Rebecca said she was a risk taker and that is why she does not mind breaking the rules. However, she also thought that she would get away with it. Now she has been caught, she is shifting the blame to people more senior than herself.

Using the source:

(a) Identify the phrase associated with defiance.

\_\_\_\_\_  
\_\_\_\_\_ [1]

(b) Identify the phrase associated with denial of responsibility.

\_\_\_\_\_  
\_\_\_\_\_ [1]

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[4]

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[2]

**12 Evaluate how well situational factors explain obedience.**

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[3]

**13 Describe ONE real-life application of research into obedience.**

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[4]

## SECTION D – INDIVIDUAL DIFFERENCES

### ATYPICAL BEHAVIOUR

14 Give a definition of atypical behaviour.

\_\_\_\_\_ [1]

15 Complete the following table to name the phobia that matches the symptom of each patient. [2]

PHOBIA	SYMPTOM
Arachnophobia	Patient X has an extreme fear reaction to spiders.
	Patient Y shows an irrational fear of heights.
	Patient Z has severe anxiety when having to meet new people.



**16 Identify TWO limitations of Watson & Rayner's (1920) experiment into phobias.**

**They only tested three children.**

☐

**They used an artificial setting.**

☐

**They only induced a phobia of a snake.**

☐

**They caused distress during the study.**

☐

**[2]**

**17 Describe ONE type of behaviour therapy used to treat phobias.**

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**[4]**

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18

## SECTION E – BIOLOGICAL PSYCHOLOGY

### SEX & GENDER

19 Identify whether the following statements are true or false.

Give your answer by circling either TRUE or FALSE as shown below.

**TRUE**

**FALSE**

**TRUE**

**FALSE**

(a) Sex is whether an individual is masculine or feminine.

**TRUE**

**FALSE**

**[1]**

(b) Androgyny refers to an individual who does not behave in a masculine nor a feminine way.

**TRUE**

**FALSE**

**[1]**

(c) Gender is fixed but sex can change.

**TRUE**

**FALSE**

**[1]**

**THE THEO COMPLEX**

**Theo is five years old and shows little interest in doing things with his father. He is more interested in following his mother around, especially when she is getting undressed or changed. However, when his father is present, Theo tends to avoid him by going off and playing by himself.**

**Using the source, explain why the psychoanalytic theory would say that Theo is experiencing the Oedipus complex.**

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**[2]**

**21 Describe the findings of Diamond & Sigmundson's (1997) study of the castrated boy raised as a girl.**

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[3]

**22 Outline ONE limitation of Diamond & Sigmundson's findings.**

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**[2]**

[illegible]

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[10]

**END OF QUESTION PAPER**

**ADDITIONAL PAGES**

**If you use these lined pages to complete the answer to any question, the question number(s) must be clearly shown.**




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