

**OXFORD CAMBRIDGE AND RSA EXAMINATIONS  
GCSE  
B542/01**

**PSYCHOLOGY**

**Studies and Applications in  
Psychology 2**

**THURSDAY 4 JUNE 2015: Afternoon  
DURATION: 1 hour 15 minutes  
plus your additional time allowance  
MODIFIED ENLARGED 24pt**

<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.**

**The quality of your written communication will be taken into account in marking your answers to the questions marked with an asterisk (\*).**

**Any blank pages are indicated.**

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**Answer ALL questions.**

**SECTION A – Cognitive Psychology**

**PERCEPTION**

**1 From the list below, identify TWO types of constancy in perception.**

**Show your answer by ticking the relevant boxes.**

**code constancy**

**colour constancy**

**shape constancy**

**short constancy**

**[2]**

### A First Date

Max was going on a first date with Suzi whom he knew from work. He was waiting for her on a busy train platform. Max kept mistaking other people for Suzi because he was expecting her to be there. In the end, she turned up 20 minutes late. By this stage, Max was so excited to see Suzi that she looked more attractive than normal.

Using the source:

Identify the TWO examples that show the effect of perceptual set.

1 \_\_\_\_\_

2 \_\_\_\_\_

3 (a) Identify ONE psychological technique used in advertising. [2]

\_\_\_\_\_

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

(b) Outline how this technique can be used to influence an audience's perception of a product.

\_\_\_\_\_

\_\_\_\_\_

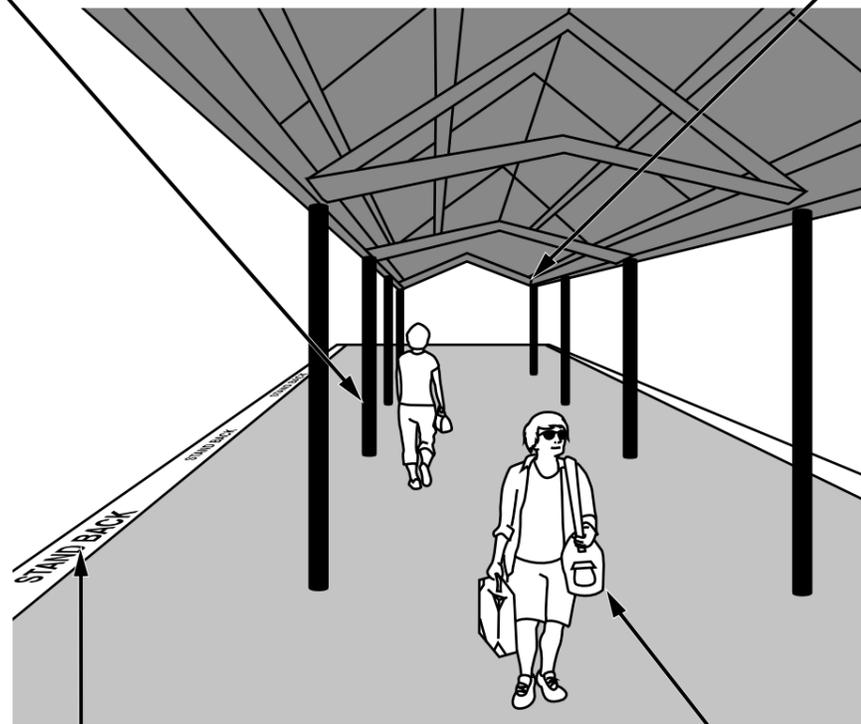
\_\_\_\_\_

\_\_\_\_\_ [2]

**4** Look at the following picture where the depth cues have been labelled.

**Label 1 – The bases of the posts that are further away are higher in the picture.**

**Label 3 – Parallel edges of the shelter converge into the distance.**



**Label 2 – The writing on the platform is clearer when it is nearer.**

**Label 4 – People at the front appear bigger than those in the distance.**

**(a) Name the depth cue that is being described in Label 1.**

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

**(b) Name the depth cue that is being described in Label 2.**

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

**(c) Name the depth cue that is being described in Label 3.**

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

**(d) Name the depth cue that is being described in Label 4.**

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

**5 Explain ways in which some psychologists criticise the constructivist theory of perception.**

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_ [4]

## SECTION B – Developmental Psychology

### COGNITIVE DEVELOPMENT

6

#### Piaget's Stages

Piaget believed that children's minds develop in the same way all over the world. He said a child's mind develops in stages which are fixed by age. The first stage lasts from birth to two years and the fourth stage occurs at eleven years onwards.

Using the source:

(a) Identify the phrase that refers to the idea of 'universal' stages.

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

(b) Identify the phrase that refers to the idea of 'invariant' stages.

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

**7 Piaget's theory of cognitive development includes:**

**universal stages**

**invariant stages**

**Choose ONE of these features and outline ONE criticism of it.**

**Feature:** \_\_\_\_\_

**Criticism:** \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_ [2]

**8 Outline the following stages of cognitive development:**

**(a) Sensori-motor stage;**

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_ [2]

**(b) Formal operational stage.**

\_\_\_\_\_

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\_\_\_\_\_ [2]

**9 Piaget's theory is just one explanation of cognitive development.**

**Outline ONE OTHER explanation of cognitive development.**

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**[3]**

**10 Piaget (1952) carried out an experiment using rows of counters.**

**Complete the passage on Piaget's study by filling in the gaps.**

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

**conservation**

**decentration**

**reversibility**

**concrete**

**formal**

**pre**

**Piaget tested the \_\_\_\_\_ of number by using rows of counters. When he stretched out a row of counters, children in the \_\_\_\_\_ operational stage thought there were more counters in the row. However, children in the \_\_\_\_\_ operational stage knew that the properties of the row could not change. [3]**

**11 Give ONE limitation of Piaget's experiment where he used rows of counters.**

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

## SECTION C – Social Psychology

### NON-VERBAL COMMUNICATION

12 Explain how evolutionary theory relates survival to non-verbal communication.

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[2]

13 Social learning theory is one explanation of non-verbal communication.

Draw a line to match each social learning term with its correct definition.

#### TERM

#### DEFINITION

Imitation

To watch how a role model is behaving.

To copy the behaviour of a role model.

Reinforcement

To receive a negative outcome following a behaviour.

Punishment

To strengthen a behaviour through reward.

[3]

**14 Outline ONE example of a cultural variation in non-verbal communication.**

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**[2]**

**15 Yuki et al (2007) carried out a study into how facial expressions were interpreted.**

**Describe TWO limitations of Yuki et al's findings.**

**1** \_\_\_\_\_

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**2** \_\_\_\_\_

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**[4]**



## **SECTION D – Biological Psychology**

### **CRIMINAL BEHAVIOUR**

**17 Some psychologists suggest that one facial feature associated with criminals is a low forehead.**

**Give TWO OTHER facial features which have been associated with criminals.**

**1** \_\_\_\_\_

**2** \_\_\_\_\_

**[2]**

**18 Explain ONE difficulty of measuring crime.**

\_\_\_\_\_

\_\_\_\_\_

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\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

**[3]**





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## **SECTION E – Individual Differences**

### **THE SELF**

**21 Van Houtte & Jarvis (1995) used an interview to compare the self esteem of pet owners and non-pet owners.**

**Outline other features of the procedure used in this study.**

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**[3]**

**22 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) Van Houtte & Jarvis' sample did not represent a wide age range.**

**TRUE**

**FALSE**

**[1]**

**(b) Van Houtte & Jarvis' findings cannot be generalised to other cultures.**

**TRUE**

**FALSE**

**[1]**

**(c) Van Houtte & Jarvis only interviewed females.**

**TRUE**

**FALSE**

**[1]**





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**END OF QUESTION PAPER**







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