

# OCR

Oxford Cambridge and RSA

## Monday 5 June 2017 – Afternoon

### GCSE PSYCHOLOGY

#### B541/01 Studies and Applications in Psychology 1

Candidates answer on the Question Paper.

**OCR supplied materials:**

None

**Other materials required:**

None

**Duration:** 1 hour 15 minutes



Candidate forename		Candidate surname	
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Centre number						Candidate number				
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#### INSTRUCTIONS TO CANDIDATES

- Write your name, centre number and candidate number in the boxes above. 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.
- Do **not** write in the barcodes.

#### 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 (\*).
- This document consists of **16** pages. Any blank pages are indicated.

Answer **all** the questions.

### SECTION A – Cognitive Psychology

#### Memory

- 1 Complete the following passage on the stages of information processing by filling in the gaps.

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

[3]

encoding                  input                  output                  retrieval

Information processing starts with the ..... stage. After this data needs to go through ..... so it can be stored. Before the final stage, ..... of the data has to happen.

- 2 The following table is a summary of the multi-store model of memory.

Complete the table by writing the missing headings where the letters are shown.

[4]

	(c)	(d)
Sensory Store	1 to 2 seconds	Large but limited
(a)	10 to 20 seconds	Limited to 7 chunks on average
(b)	Forever	Unlimited

- 3 The multi-store model offers some explanations for forgetting.

Draw a line to match each of the following terms to its correct definition.

[2]

Term

Definition

Decay

When information is inaccessible because we are in a different situation.

When old information is unavailable because it has been pushed out by new information.

Displacement

When information is unavailable because we have not rehearsed it.

4 Answer the following questions about Terry's (2005) study into memory.

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

(a) Who did Terry use for participants?

advertising executives

science fiction fans

university students

[1]

(b) What were the two conditions in the experiment?

deep recall and shallow recall

delayed recall and immediate recall

recall of first products and recall of last products

[1]

(c) What effect did Terry's findings show?

commercial timing effect

product placement effect

serial position effect

[1]

5 Mohammed has been given a part in the school play. However, he is worried because he has so many lines that he has to learn and remember.

Identify and outline **one** memory aid that Mohammed could use to help him to remember his lines.

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..... [3]

**SECTION B – Social Psychology**

***Obedience***

6 From the list below, identify **two** situational factors involved in obedience.

Tick the relevant boxes to show your answers.

- Conscience
- Consensus
- Creativity
- Culture

[2]

7 (a) Bickman (1974) investigated the effect of authority on obedience.

Outline the findings from his study.

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..... [3]

(b) Outline **one** limitation of the way Bickman investigated obedience.

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..... [2]

**Obedience at Work**

Liam and Stella are supervisors who work in the same office. Liam often leaves work early even though their manager has warned him not to. Stella always leaves work at the right time and cannot understand why Liam leaves early. She believes rules are there to be followed and expects her team to think the same.

Using the source:

**(a)** Identify the example of defiance.

.....  
..... [1]

**(b)** Explain how the theory of dispositional factors could explain Liam and Stella’s different behaviours at work.

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.....  
.....  
.....  
..... [3]

**9** Describe how research into obedience can be applied in institutions.

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..... [4]

**SECTION C – Biological Psychology**

***Sex and Gender***

**10** Outline **one** difference between sex and gender.

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.....  
..... [2]

**11** Describe **one** limitation of using Diamond & Sigmundson’s (1997) case study as evidence for how gender develops.

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.....  
.....  
..... [2]

**12** Explain **one** criticism of using the biological theory to explain gender development.

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.....  
..... [3]

**Are Females and Males Naturally Different?**

Evolutionary theory suggests that males and females have developed different gender roles to allow them to reproduce. This means they behave differently when courting and mating, as well as when rearing their young. Females are more likely to be coy when courting and have direct responsibility for caring for offspring. Males are more competitive which helps them to secure both a mate and resources for their offspring.

Using the source:

(a) State **one** way that males and females behave differently to allow them to reproduce.

.....  
..... [1]

(b) Give **one** example of how males' competitiveness helps in reproduction.

.....  
..... [1]

14 Outline how the Electra complex can be used to explain gender development in girls.

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..... [3]

15 Outline **one** way in which research into sex and gender can be applied to real-life.

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..... [3]

SECTION D – Individual Differences

**Atypical Behaviour**

16 (a) From the list below, identify the name for a phobia of heights.

Tick the relevant box to show your answer.

- Acrophobia
- Agoraphobia
- Arachnophobia

[1]

(b) Describe **one** behaviour therapy that could be used to treat someone with a phobia of heights.

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..... [4]

17 Explain why a phobia is an example of an atypical behaviour.

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..... [2]



18 Watson & Rayner (1920) investigated how phobias might be conditioned.

Outline **one** ethical issue associated with their study.

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..... [2]

19\* Describe how evolutionary theory explains phobias.

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..... [6]

SECTION E – Developmental Psychology

**Attachment**

20 Explain the difference between an insecure-ambivalent attachment and an insecure-avoidant attachment.

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..... [4]

21 Hazen & Shaver (1987) carried out a study into the relationship between attachment types and adult relationships.

(a) Outline **one** limitation of the method used in this study.

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.....  
.....  
..... [2]

(b) Outline **one** limitation of the sample used in this study.

.....  
.....  
..... [2]

22 Behaviourists believe that attachments are learned through reinforcement.

(a) Give **one** example of a reward that would reinforce an infant's attachment behaviour.

.....  
..... [1]

(b) Give **one** example of a reward that would reinforce a carer's attachment behaviour.

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..... [1]

23\* Outline the key features of Bowlby's theory and evaluate how well this theory explains attachment. [10]

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A series of 25 horizontal dotted lines spanning the width of the page, providing a space for writing answers.

**END OF QUESTION PAPER**

**ADDITIONAL ANSWER SPACE**

If additional space is required, you should use the following lined page(s). The question number(s) must be clearly shown in the margin(s).

A large area of lined paper for writing. It consists of a vertical solid line on the left side, creating a margin. To the right of this line, there are 25 horizontal dotted lines spaced evenly down the page, providing a guide for writing.

The page contains a large grid for data entry. It consists of 20 rows and 1 column. Each row is defined by two horizontal dotted lines, and the column is defined by two vertical dotted lines. The grid is currently empty.



A large rectangular area with a solid vertical line on the left side and horizontal dotted lines extending across the page, providing a space for writing answers.



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