Write your name here

Surname	Other names

Pearson Edexcel
International Advanced Level

Centre Number | | | | | |

Candidate Number | | | | |

Psychology

International Advanced Subsidiary
Paper 1: Social and Cognitive Psychology

Monday 15 May 2017 – Afternoon
Time: 1 hour 30 minutes

Paper Reference
WPS01/01

You do not need any other materials.

Total Marks

Instructions

- Use **black** ink or ball-point pen.
- **Fill in the boxes** at the top of this page with your name, centre number and candidate number.
- Answer **all** questions.
- Answer the questions in the spaces provided
  – *there may be more space than you need.*

Information

- The total mark for this paper is 64.
- The marks for **each** question are shown in brackets
  – *use this as a guide as to how much time to spend on each question.*
- The list of formulae and statistical tables are printed at the start of this paper.
- Candidates may use a calculator.

Advice

- Read each question carefully before you start to answer it.
- Try to answer every question.
- Check your answers if you have time at the end.

Turn over ▶

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Pearson

FORMULAE AND STATISTICAL TABLES

Standard deviation (sample estimate)

$$\sqrt{\left(\frac{\sum(x-\bar{x})^2}{n-1}\right)}$$

Spearman's rank correlation coefficient

$$1-\frac{6\sum d^2}{n(n^2-1)}$$

Critical values for Spearman's rank

	Level of significance for a one-tailed test				
	0.05	**0.025**	**0.01**	**0.005**	**0.0025**
	Level of significance for a two-tailed test				
N	**0.10**	**0.05**	**0.025**	**0.01**	**0.005**
5	0.900	1.000	1.000	1.000	1.000
6	0.829	0.886	0.943	1.000	1.000
7	0.714	0.786	0.893	0.929	0.964
8	0.643	0.738	0.833	0.881	0.905
9	0.600	0.700	0.783	0.833	0.867
10	0.564	0.648	0.745	0.794	0.830
11	0.536	0.618	0.709	0.755	0.800
12	0.503	0.587	0.678	0.727	0.769
13	0.484	0.560	0.648	0.703	0.747
14	0.464	0.538	0.626	0.679	0.723
15	0.446	0.521	0.604	0.654	0.700
16	0.429	0.503	0.582	0.635	0.679
17	0.414	0.485	0.566	0.615	0.662
18	0.401	0.472	0.550	0.600	0.643
19	0.391	0.460	0.535	0.584	0.628
20	0.380	0.447	0.520	0.570	0.612
21	0.370	0.435	0.508	0.556	0.599
22	0.361	0.425	0.496	0.544	0.586
23	0.353	0.415	0.486	0.532	0.573
24	0.344	0.406	0.476	0.521	0.562
25	0.337	0.398	0.466	0.511	0.551
26	0.331	0.390	0.457	0.501	0.541
27	0.324	0.382	0.448	0.491	0.531
28	0.317	0.375	0.440	0.483	0.522
29	0.312	0.368	0.433	0.475	0.513
30	0.306	0.362	0.425	0.467	0.504

The calculated value must be equal to or exceed the critical value in this table for significance to be shown.

Chi-squared distribution formula

$$X^2 = \sum \frac{(O-E)^2}{E} \qquad df = (r-1)(c-1)$$

Critical values for chi-squared distribution

	Level of significance for a one-tailed test					
	0.10	**0.05**	**0.025**	**0.01**	**0.005**	**0.0005**
	Level of significance for a two-tailed test					
df	**0.20**	**0.10**	**0.05**	**0.025**	**0.01**	**0.001**
1	1.64	2.71	3.84	5.02	6.64	10.83
2	3.22	4.61	5.99	7.38	9.21	13.82
3	4.64	6.25	7.82	9.35	11.35	16.27
4	5.99	7.78	9.49	11.14	13.28	18.47
5	7.29	9.24	11.07	12.83	15.09	20.52
6	8.56	10.65	12.59	14.45	16.81	22.46
7	9.80	12.02	14.07	16.01	18.48	24.32
8	11.03	13.36	15.51	17.54	20.09	26.12
9	12.24	14.68	16.92	19.02	21.67	27.88
10	13.44	15.99	18.31	20.48	23.21	29.59
11	14.63	17.28	19.68	21.92	24.73	31.26
12	15.81	18.55	21.03	23.34	26.22	32.91
13	16.99	19.81	22.36	24.74	27.69	34.53
14	18.15	21.06	23.69	26.12	29.14	36.12
15	19.31	22.31	25.00	27.49	30.58	37.70
16	20.47	23.54	26.30	28.85	32.00	39.25
17	21.62	24.77	27.59	30.19	33.41	40.79
18	22.76	25.99	28.87	31.53	34.81	42.31
19	23.90	27.20	30.14	32.85	36.19	43.82
20	25.04	28.41	31.41	34.17	37.57	45.32
21	26.17	29.62	32.67	35.48	38.93	46.80
22	27.30	30.81	33.92	36.78	40.29	48.27
23	28.43	32.01	35.17	38.08	41.64	49.73
24	29.55	33.20	36.42	39.36	42.98	51.18
25	30.68	34.38	37.65	40.65	44.31	52.62
26	31.80	35.56	38.89	41.92	45.64	54.05
27	32.91	36.74	40.11	43.20	46.96	55.48
28	34.03	37.92	41.34	44.46	48.28	56.89
29	35.14	39.09	42.56	45.72	49.59	58.30
30	36.25	40.26	43.77	46.98	50.89	59.70
40	47.27	51.81	55.76	59.34	63.69	73.40
50	58.16	63.17	67.51	71.42	76.15	86.66
60	68.97	74.40	79.08	83.30	88.38	99.61
70	79.72	85.53	90.53	95.02	100.43	112.32

The calculated value must be equal to or exceed the critical value in this table for significance to be shown.

Wilcoxon Signed Ranks test process

- Calculate the difference between two scores by taking one from the other
- Rank the differences giving the smallest difference Rank 1

  Note: do not rank any differences of 0 and when adding the number of scores, do not count those with a difference of 0, and ignore the signs when calculating the difference
- Add up the ranks for positive differences
- Add up the ranks for negative differences
- T is the figure that is the smallest when the ranks are totalled (may be positive or negative)
- N is the number of scores left, ignore those with 0 difference

Critical values for the Wilcoxon Signed Ranks test

	Level of significance for a one-tailed test		
	0.05	0.025	0.01
	Level of significance for a two-tailed test		
n	0.1	0.05	0.02
N=5	0	-	-
6	2	0	-
7	3	2	0
8	5	3	1
9	8	5	3
10	11	8	5
11	13	10	7
12	17	13	9

The calculated value must be equal to or less than the critical value in this table for significance to be shown.

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SECTION A BEGINS ON THE NEXT PAGE.

SOCIAL PSYCHOLOGY

SECTION A

Answer ALL questions in this section. Write your answers in the spaces provided.

1 Milgram conducted several variations of his original study, including the rundown office block (Experiment 10) study.

(a) Describe the procedure of Milgram's rundown office block (Experiment 10) study.

(3)

(b) Explain **two** strengths of Milgram's rundown office block (Experiment 10) study.

(4)

1 .....

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2 .....

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(Total for Question 1 = 7 marks)

2 A researcher investigated group influence on conformity.

She conducted a laboratory experiment to test whether participants changed their decision when they completed a task individually, and then as part of a group.

In Condition A, ten participants estimated individually how many sweets were in a jar.

In Condition B, the ten participants were placed in a group. After a 5 minute discussion, they re-estimated individually how many sweets were in the jar.

(a) State a non-directional (two-tailed) hypothesis for this study.

(2)

(b) The results for this experiment are shown in **Table 1** below.

Participant	Condition A	Condition B
1	47	83
2	67	76
3	34	82
4	87	85
5	76	80
6	44	75
7	56	80
8	99	85
9	34	76
10	88	80

Table 1

Calculate the mean score for Condition A. Give your answer to one decimal place.

(1)

Space for calculations

Mean score for **Condition A** .....

(c) Define what is meant by the term 'mode' as a measure of central tendency.

(1)

.....

.....

.....

(d) The range for the results for this experiment are shown in **Table 2** below.

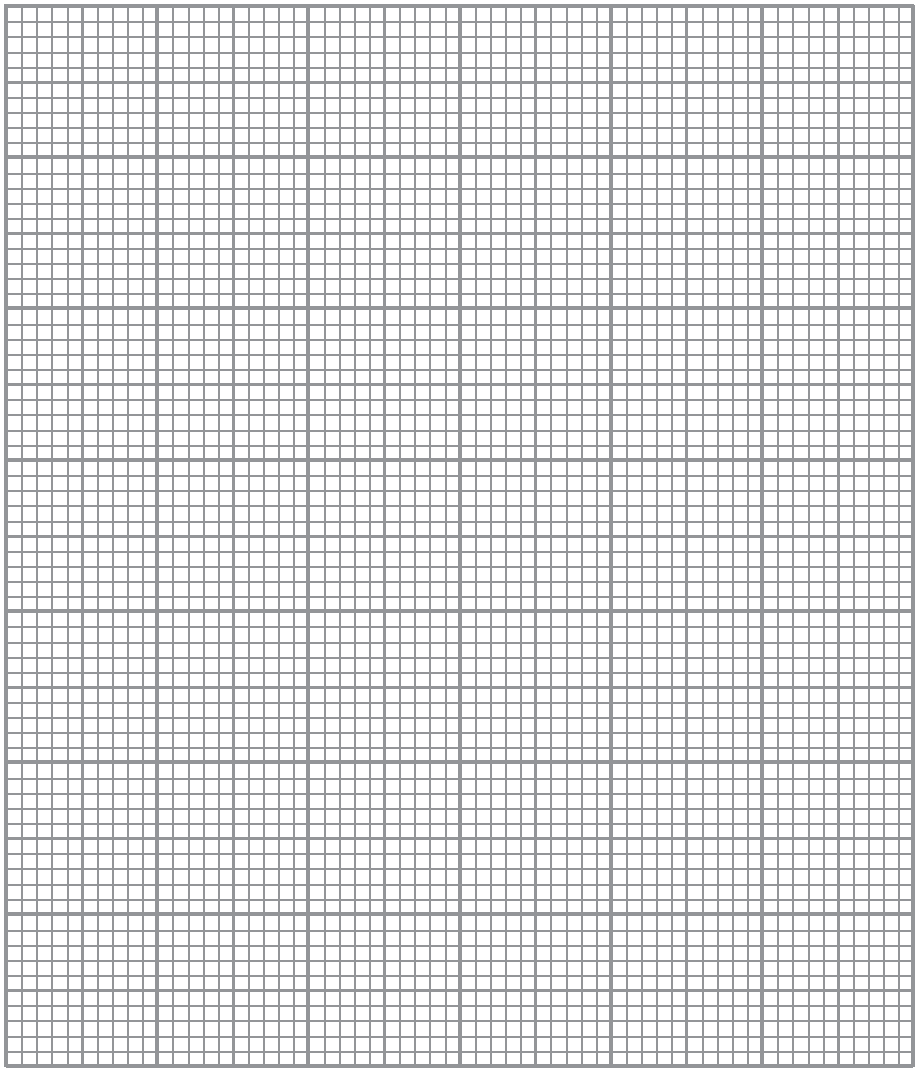
	Condition A	**Condition B**
Range	65	10

Table 2

Draw a bar chart to show the **range** for Condition A and Condition B in this experiment.

(3)

Title



(e) Explain **two** controls the researcher may have considered when planning this experiment that tested participant decisions individually and as part of a group.

(4)

1 .....

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2 .....

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(Total for Question 2 = 11 marks)

3 Evaluate social power theory as an explanation of obedience.

(8)

(Total for Question 3 = 8 marks)

TOTAL FOR SECTION A = 26 MARKS

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QUESTION 4 BEGINS ON THE NEXT PAGE.

COGNITIVE PSYCHOLOGY

SECTION B

Answer ALL questions in this section. Write your answers in the spaces provided.

4 Laurence wanted to conduct a study into memory to test whether an interference task would affect the recall of words from a list.

Describe a procedure Laurence could use for his study of memory.

(Total for Question 4 = 4 marks)

5 Shiya investigated whether participants could accurately recall the features of two buildings. She showed participants two images; one of a familiar building, and another of an unfamiliar building.

She used a volunteer sample of males and females. The ratio of males to females in the sample was 2:4.

(a) Calculate how many females took part if there were 56 males.

(1)

Space for calculations

Number of females .....

(b) One of the participants accurately recalled 8 out of 10 features of the familiar building and 4 out of 10 features of the unfamiliar building.

Calculate the ratio of features recalled for the familiar to unfamiliar building. Express this ratio in its lowest form.

(1)

Space for calculations

Ratio of features recalled .....

(c) Explain **one** strength and **one** weakness of the volunteer sampling technique used by Shiya in her research.

(4)

Strength

Weakness

(Total for Question 5 = 6 marks)

6 In cognitive psychology you will have learned about the following classic study in detail:

- Bartlett (1932) War of the Ghosts

(a) Describe the procedure of Bartlett's (1932) War of the Ghosts study.

(4)

(b) Explain **one** strength and **one** weakness of Bartlett's (1932) War of the Ghosts study.

(4)

Strength

Weakness

(Total for Question 6 = 8 marks)

7 Evaluate Atkinson and Shiffrin's (1968) multi-store model of memory.

(8)

(Total for Question 7 = 8 marks)

TOTAL FOR SECTION B = 26 MARKS

SECTION C

Answer the question in this section. Write your answer in the space provided.

8 A major tourist site is experiencing an increase in the number of rats. A small group of local shop owners want to discourage people from dropping food waste, which is believed to attract the rats to the area.

Evaluate how the minority influence of local shop owners could change the behaviour of people dropping food waste.

You must make reference to the context in your answer.

(12)

(Total for Question 8 = 12 marks)

TOTAL FOR SECTION C = 12 MARKS
TOTAL FOR PAPER = 64 MARKS