

**Section A**  
**Topic: Social Influence**

1.) What is meant by flexibility in the context of minority influence? (2 marks)

Ans.

Flexibility refers to minorities negotiating  
[redacted]  
[redacted]  
[redacted]

**Commented [JV1]:** 'What' is an AO1 command term. Simply describe what you have learnt in the course

**Commented [JV2]:** When a concept is asked about in an AO1 question, always begin [redacted]

2.) Outline the Authoritarian Personality as an explanation for obedience. (4 marks)

Ans.

The authoritarian personality explanation as proposed by Adorno, suggests that [redacted]  
[redacted]  
[redacted]  
[redacted]  
[redacted]  
[redacted]

[redacted]  
[redacted]

[redacted]  
[redacted]  
[redacted]

[redacted]  
[redacted]  
[redacted]

[redacted]  
[redacted]  
[redacted]

[redacted]  
[redacted]  
[redacted]

[redacted]  
[redacted]

3.) Outline one limitation of the Authoritarian Personality explanation for obedience.

(2 marks)

Ans.

One limitation is that the explanation is reductionist given that [redacted]  
[redacted]  
[redacted]  
[redacted].

**Commented [JV10]:** 'Outline' is used as an AO3 command term here since it links [redacted]

[redacted]  
[redacted]  
[redacted]  
[redacted]

4.) A parent-toddler group meets for a trip to a soft play centre. They choose to go to MiniWorld. Julie, one of the parents, thinks MiniWorld is overpriced and would rather go to Kids' Cave. She doesn't say anything though, as all the other parents seem keen on MiniWorld.

Anthony always used to take his twins to Kids' Cave. He has since joined the parent-toddler group. Anthony has heard the other parents talk about the play area at Miniworld as being better than the one at Kids' Cave. He now takes his twins to Miniworld on the days the group does not meet.

Discuss two explanations for conformity. Refer to Julie and Anthony in your answer.

(16 marks)

Ans.

One explanation for conformity is normative social influence (NSI). It proposes that individuals conform

[Redacted text]

[Redacted text]

In the given situation, Julie conforms to taking her toddler to MiniWorld because

[Redacted text]

**Commented [JV12]:** Two explanations are asked for. 6-marks of AO1 are equally distributed between the two. Make sure to give equal coverage worth 3 marks to each

**Commented [JV13]:** This is a scenario-based essay question. It allocates **6 marks to AO1**,

[Redacted text]

[Redacted text]

[Redacted text]

**Commented [JV17]:** Although AO1 and AO2 can be integrated while writing, it is a good strategy to

[Redacted text]

[Redacted text]

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and [https://youtu.be/Mt14y\\_juY-4?si=a1swE\\_oWQukCVXXC](https://youtu.be/Mt14y_juY-4?si=a1swE_oWQukCVXXC)

One strength of both explanations is that they are

[Redacted text block]

However, a weakness is that it can be difficult to

[Redacted text block]

**Commented [JV19]:** Follow the PEEL format of writing AO3 points in essays. P (point), E(elaboration), E(explanation), L(link). The first 'E' helps you contextualise and

[Redacted text block]

[Redacted text block]

[Redacted text block]

**Section B**  
**Topic: Memory**

5.) Which **two** of the following statements about types of long-term memory are **true**?  
(2 marks)

Shade **two** boxes only.

- A Episodic memories are sometimes referred to as 'action memories'.
- B Episodic memories do not require information about facts to be stored.
- C Procedural memories are often stored below the level of conscious awareness.
- D Semantic memories are more difficult to describe than procedural memories.
- E Semantic memories include knowing the rules of football.

Ans. ☐

6.) Outline the **procedure and/or findings** of one study in which **coding** in memory was investigated. (4 marks)

Ans.

Baddeley investigated coding in short-term memory (STM) and long-term memory (LTM).  
Participants were given

7.) One explanation of forgetting is retrieval failure.

**Suggest** one revision strategy based on retrieval failure that could be used to improve performance in an exam. Justify your answer. (2 marks)

Ans.

One strategy is to

**Commented [JV22]:** Despite it being mentioned explicitly, many students make an oversight of

**Commented [JV25]:** Make sure not to give

**Commented [JV27]:** If giving *both* procedure and results make sure to

**Commented [JV28]:** 'Suggest' is an AO2 command term. Make sure to

**8.) Another explanation for forgetting is interference.**

**Evaluate the interference explanation for forgetting (6 marks)**

**Ans.**

One strength of the interference explanation is support from real world evidence.

[Redacted text block]

However, one weakness is that there are individual differences in

[Redacted text block]

**Commented [JV30]:** 'Evaluate' is an AO3 command term. Make sure to

[Redacted text block]

[Redacted text block]

9.) In an investigation into the accuracy of eyewitness testimony, 40 participants were shown the same film of a car crash.

Following the film, they were randomly allocated to one of two conditions. Each participant was interviewed separately and was asked one critical question.

In Condition A, 20 participants were asked: 'Did you see the set of traffic lights, Yes or No?'

In Condition B, the other 20 participants were asked: 'Did you see a set of traffic lights, Yes or No?'

There was no set of traffic lights in the film.

The researcher chose to use a chi-squared statistical test to see whether there was a significant difference in responses to the critical question in the two conditions.

**Explain** three reasons for this choice with reference to this investigation. (6 marks)

**Ans.**

Chi-squared was used because firstly, n [redacted]  
[redacted]  
[redacted]. Secondly, [redacted]  
[redacted]  
[redacted] Finally, [redacted]  
[redacted]  
[redacted]  
[redacted]

**Commented [JV33]:** 'Explain' is an AO1 command term that requires reasoning, in this case, with

[redacted]  
[redacted]  
[redacted]  
[redacted]  
[redacted]

10.) The researcher found that significantly more participants in Condition A responded 'Yes' compared to participants in Condition B.

Use your knowledge of research into one factor that affects eyewitness testimony to explain this finding. (4 marks)

Ans.

Leading questions affect eyewitness testimony. As demonstrated by Loftus and Palmer, when asked

[Redacted answer text]

Commented [JV35]: 'Use' is an AO2 command term. Make sure to link

[Redacted comment text]

**Section C**  
**Topic: Attachment**

**11.) Two researchers conducted an observational study of reciprocity involving mother-infant pairs in a controlled environment.**

**What is meant by reciprocity in attachment? (2 marks)**

**Ans.**

Reciprocity refers to \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**12.) To conduct the observation of mother-infant pairs, the researchers needed examples of reciprocal behaviours that they could record.**

**Suggest two examples of reciprocal behaviours that could be used as behavioural categories in this study. (2 marks)**

**Ans.**

One behaviour could be 'imitation of \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**13.) Outline one way in which the reciprocal behaviours could be sampled in this study. (2 marks)**

**Ans.**

Event sampling could be used whereby \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_.

**Commented [JV37]:** Make sure to suggest *exactly* \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

\_\_\_\_\_  
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\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_ )



**14.) The two researchers compared their data to assess inter-observer reliability. This produced a correlation coefficient of +0.26**

**Briefly explain what a correlation coefficient of +0.26 means in terms of the reliability of the two researchers' observations. (2 marks)**

**Ans.**

It is a positive correlation suggesting that there was [redacted]  
[redacted]  
[redacted]

**Commented [JV41]:** Make sure to link back [redacted]

**15.) Outline one way in which the reliability of the two researchers could be improved. (2 marks)**

**Ans.**

One way would be to [redacted]  
[redacted]  
[redacted]  
[redacted]

**16.) Outline the findings of one animal study of attachment. (3 marks)**

**Ans.**

In [redacted] study of imprinting, goslings who saw [redacted]  
[redacted]  
[redacted]  
[redacted]  
[redacted]

**Commented [JV42]:** Make sure to give only [redacted]  
[redacted]  
[redacted]

**17.) Outline one limitation of the study you have referred to in your answer to question. (3 marks)**

**Ans.**

One limitation of Lorenz's study is that the idea of [redacted]  
[redacted]  
[redacted]  
[redacted]  
[redacted]

**Commented [JV44]:** Do not [redacted]  
[redacted]

18.) Discuss findings from studies that have investigated the role of the father in attachment. (8 marks)

Ans.

Shaffer and Emerson's classic study showed that

Later research has shown that

One strength of studies on the role of the father is that their findings have practical applications for

However, one limitation is that conclusions drawn from these studies may be too overgeneralised. There is much

Commented [JV45]: 'Discuss' command term is just like the combination of '

**Section D**  
**Topic: Psychopathology**

**19.) There are four definitions of abnormality.**

**Which of the four definitions of abnormality would be best applied to the examples A, B, C and D below?**

**Write a different definition of abnormality for each example.**

- **A - A person with a phobia of buttons perceiving buttons to be much larger and more threatening than they actually are.**
- **B- A person with a phobia of buttons struggling to cope with working in an office where there would be lots of people wearing buttoned shirts.**
- **C- A phobia of buttons is not regarded as expected behaviour within a society.**
- **D- Less than 0.1% of the UK population has a phobia of buttons. (4 marks)**

**Ans.**

A = Deviation from [redacted]  
[redacted]  
[redacted]  
[redacted]  
[redacted]  
[redacted]  
[redacted]  
[redacted]  
[redacted]  
[redacted]

**Commented [JV49]:** Read the question carefully. The key word here is 'different'. Even if [redacted]  
[redacted]  
[redacted]

**Commented [JV50]:** Writing a *definition* has been asked for - so [redacted]  
[redacted]  
[redacted]

**20.) Outline Ellis' ABC model of depression (4 marks)**

**Ans.**

Ellis proposed that irrational beliefs or deeply held assumptions that are [redacted]  
[redacted]  
[redacted]  
[redacted]  
[redacted]  
[redacted]  
[redacted]

[redacted]  
[redacted]  
[redacted]

**21.) Discuss the neural explanation for obsessive-compulsive disorder (OCD) and the use of drug therapy to treat obsessive-compulsive disorder. (16 marks)**

**Ans.**

One neural explanation suggests that abnormally high dopamine and low serotonin are associated with OCD. Early animal studies have shown repetitive movements when dopamine is enhanced in the brain. Antidepressant studies have shown that when serotonin is increased, symptoms of both depression and OCD improve. Another neural explanation proposes that the caudate nucleus in the basal ganglia, when damaged results in obsessions. It normally

[Redacted]

Various drugs are useful in treating OCD. Antidepressants like [Redacted]

[Redacted]

One strength of the neural explanation is support [Redacted]

[Redacted]

Another strength of neural explanations is that they have had excellent real-world application. They have in-fact, led to [Redacted]

[Redacted]

**Commented [JV52]:** Two sub-topics are combined here. They are weighed equally so do give them equal coverage throughout.

Also note that [Redacted]

[Redacted]

[Redacted]

**Commented [JV54]:** For a standard 16-marker (without a scenario), gaining full 16 marks is made easy with this strategy to answer the AO3 part ([Redacted])

[Redacted]

[Redacted]

[Redacted]

[Redacted]

[Redacted]

[Redacted]

[Redacted]

[Redacted]

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and [https://youtu.be/Mt14y\\_juY-4?si=a1swE\\_oWQukCVXXC](https://youtu.be/Mt14y_juY-4?si=a1swE_oWQukCVXXC)

One weakness of both the explanation and treatment has been potential exaggeration of validity.  
The dual process explanation of OCD

[Redacted text block]