Fill in these boxes and read what is printed below.

Full name of centre

Town

Forename(s)
Surname
Number of seat

Date of birth

Day
Month
Year
Scottish candidate number

1 There are three Sections in this paper.

2 Candidates should answer both questions from Section A, all parts of Section B, and two questions from Section C.

3 You may use sketches and diagrams to illustrate your answers.

4 All answers are to be written in this answer book. If there is not enough space for you to complete your answer to any question, additional space for answers will be found at the back of this answer book.

   If you use the additional space at the end of the answer book for answering any questions, you must write the correct question number beside each answer.

5 Before leaving the examination room you must give this book to the Invigilator. If you do not, you may lose all the marks for this paper.

Use blue or black ink. Pencil may be used for sketches and diagrams only.
Answer BOTH questions from this Section and answer all parts of the questions.

A1. Self-concept

(a) Identify two components of the self-concept. (Draw a circle around the two answers you think are correct.)

A  Selfishness
B  Social Identification
C  Self-esteem
D  Selflessness

(b) What is meant by ideal self? (Draw a circle around the one answer you think is correct.)

A  How much we like and value ourselves
B  How effective we think we will be at a task
C  The kind of person we would like to be
D  A personality test

(c) Complete the following sentence by writing the correct words in the spaces provided.

The Rouge Test involves putting a red mark on the face of a ___________________________ to test if they have developed ________________.

(d) What is a schema? (Draw a circle around the one answer you think is correct.)

A  A building
B  A mental representation of things in our world
C  A group identity
D  A personality characteristic

DO NOT WRITE IN THIS MARGIN
A1. (continued)

(e) Describe one study from the area of self-concept. In your answer you should include:

• researcher’s name(s)
• how they carried out the study.

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[Turn over
A1. (continued)

(f) Describe how the **media**, **peers** and **parents** may affect the development of self concept.

Media

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Peers

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Parents

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6

(16)
A2. Learning Theories

(a) Indicate if the following statement is True or False. (Draw a circle around A or B.)

Skinner conditioned a rat to press a lever for a reward of food.

A True
B False

(b) Who was a key researcher in classical conditioning? (Draw a circle around the one answer you think is correct.)

A Freud
B Skinner
C Bandura
D Pavlov

(c) Use the words in the box below to write two features that apply to operant conditioning.

Projection Punishment Contamination
Reinforcement Imitation

Feature 1 ________________
Feature 2 ________________

(d) Indicate if the following statements are True or False by writing T or F in the box provided.

In operant conditioning we learn through the consequences of our actions. [ ]
In operant conditioning punishment is more effective than reinforcement. [ ]
A2. (continued)

(e) Describe one study from the area of learning. In your answer you should include:

- researcher’s name(s)
- how they carried out the study.

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A2. (continued)

(f) Describe how reinforcement, punishment and social learning theory can be seen in everyday life.

Reinforcement

Punishment

Social Learning Theory

[END OF SECTION A]  

[Turn over]
SECTION B—INVESTIGATING BEHAVIOUR

Answer ALL parts of the question in this Section.

B1.  (a) Indicate if the following statement is True or False. (Draw a circle around A or B.)

The survey method involves sending questionnaires out to a large number of people.

A  True
B  False  1

(b) From the list below, which two are features of the experimental method? (Draw a circle around the two answers you think are correct.)

A  It involves answering multiple choice questions
B  It is a one to one conversation
C  It involves manipulating the independent variable
D  Cause and effect are established  2

(c) What is a hypothesis? (Draw a circle around the one answer you think is correct.)

A  A graph showing results
B  A manipulation of the facts
C  A medical treatment
D  A prediction of the results  1
B1. (continued)

(d) Describe the survey method of research. (In your answer you can include questionnaires and interviews.)

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(e) Describe **one** ethical principle.

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(f) How is the mean value calculated?

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[Turn over
(g) Describe how the following graphs/charts would be drawn:
(You can include a drawing.)

Bar Graph

Pie Chart
SECTION C—THE INDIVIDUAL IN THE SOCIAL CONTEXT

Marks

Answer TWO questions from this Section.

Answer question C1, and ONE other question chosen from questions C2–C4

Answer ALL PARTS of Question C1.

C1. Personality

(a) In Costa & McCrae’s OCEAN theory, what does the N stand for? (Draw a circle around the answer you think is correct.)

A  Nervous
B  Needy
C  Neuroticism
D  Naughty

A  Nervous
B  Needy
C  Neuroticism
D  Naughty

(b) In Freud’s theory of personality, which of the following phrases describes the Id. (Draw a circle around the two phrases you think are correct.)

A  It is driven by the pleasure principle
B  It is driven by the morality principle
C  It is present at birth
D  It is driven by the reality principle

A  It is driven by the pleasure principle
B  It is driven by the morality principle
C  It is present at birth
D  It is driven by the reality principle

(c) Complete the following sentence:

According to Eysenck’s personality theory the E stands for

E_______________ and the N stands for N_______________.

According to Eysenck’s personality theory the E stands for

E_______________ and the N stands for N_______________.

(d) When a personality test gets the same results every time it is used it is said to be high in:

(Draw a circle around the correct answer.)

A  reliability
B  validity

A  reliability
B  validity
C1. (continued)

(e) Personality tests have many uses.

Describe one personality test.

How might a personality test be used in everyday life?
(f) Describe one study from the area of personality. In your answer you should include:
• researcher’s name(s)
• how they carried out the study
• what they found out.
Answer ONE question from Questions C2–C4.

Answer ALL PARTS of the question you choose.

EITHER

C2. Group Processes

(a) What is meant by group norms? (Draw a circle around the one answer you think is correct.)

A Expected ways of behaving in a group
B Minutes of group meetings
C A list of members in the group
D A record of events available to the group

(b) Circle two phrases associated with a formal group.

A It follows a set of rules
B It is often made up of friends
C It has no norms
D It is task orientated
E It has no formal roles for its members

(c) Indicate if the following statement is True or False. (Draw a circle around A or B.)

Group cohesiveness is more likely to develop when group members have a common goal.

A True
B False
C2. (continued)

(d) Draw a circle around the phrase that best describes what is meant by the term conformity.

A  Doing what everyone else does, to fit in
B  Obeying strict orders
C  Misbehaving
D  Objecting to what everyone else is doing

(e) Name one of Tuckman’s 5 stages of group development.

________________________________________________________________________

(f) Factors that affect group decision making include group polarisation and groupthink.

Explain what both of these terms mean.

Group polarisation

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Groupthink

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[Turn over
C2. (continued)

(g) Describe one study from the area of group processes. In your answer you should include:

- researcher’s name(s)
- how they carried out the study
- what they found out.

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6 (16)
C3. Non-verbal Communication (NVC)

(a) Which of the following is a type of NVC? (Draw a circle around the one answer you think is correct.)

A   Facial expression  
B   Speech            
C   Language          
D   Poetry            

(b) Describe one cultural difference in NVC.

(c) State one emotion/facial expression shown all over the world.

(d) Use one of the words in the box below to complete the sentence that follows.

hated  attraction posture  thirst  hunger

Pupil dilation may indicate ________________________ to another person.
C3. (continued)

(e) Which of the following is an example of paralanguage in NVC? (Draw a circle around the one answer you think is correct.)

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<tbody>
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<td>A</td>
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<td>B</td>
<td>Gestures</td>
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<td>C</td>
<td>Posture</td>
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<td>D</td>
<td>Tone of voice</td>
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(f) Describe two gender differences in NVC.

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C3. (continued)

(g) Describe one research study that has investigated non-verbal communication (NVC). In your answer you should include:

• researcher’s name(s)
• how they carried out the study
• what they found out.

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6  
(16)
C4. **Altruism**

(a) Indicate if the following statement is **True or False**. (Draw a circle around A or B.)

Diffusion of responsibility states that the more people there are present during an emergency, the less likely someone is to get help.

A   True
B   False

(b) What is meant by the term “**altruism**”?

(c) Piliavin carried out a study in:

(Draw a circle around the one answer you think is correct.)

A   an aeroplane
B   an underground train/subway
C   a boat
D   a bus.

(d) Indicate if the following statement is **True or False**. (Draw a circle around A or B.)

In the empathy-altruism theory, empathy is being able to understand how someone else is feeling.

A   True
B   False
C4. (continued)

(e) The biological approach (kin selection) states that in an emergency we are more likely to help:

(Draw a circle around the one answer you think is correct.)

A a close relative
B a stranger
C a friend
D a pet.  

1

(f) **Reinforcement** and **modelling** are strategies that encourage altruism. Describe both of these strategies.

Reinforcement

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Modelling

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4

[Turn over for Question C4 (g) on *Page twenty-four*]
C4. (continued)

(g) Describe a research study that investigates altruism. In your answer you should include:

- researcher’s name(s)
- how they carried out the study
- what they found out.

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(16)

[END OF SECTION C]

[END OF QUESTION PAPER]
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