Total marks — 70

SECTION 1 — INDIVIDUAL BEHAVIOUR — 35 marks
Attempt Question 1 and EITHER Question 2 OR Question 3.

SECTION 2 — SOCIAL BEHAVIOUR — 35 marks
Attempt Question 4 and EITHER Question 5 OR Question 6.

Write your answers clearly in the answer booklet provided. In the answer booklet you must clearly identify the question number you are attempting.
Use blue or black ink.
Before leaving the examination room you must give your answer booklet to the Invigilator; if you do not, you may lose all the marks for this paper.
Question 1
Individual Behaviour — Sleep and Dreams

(a) Describe the restoration theory of sleep (Oswald, 1966).

(b) (i) Describe Dement & Kleitman’s (1957) study. In your answer, you must include:
    - aim(s)
    - method/procedure
    - results.

(ii) Explain one strength of this study.

(c) Rebecca’s mum has just given birth to a baby girl and is due home from hospital today. Rebecca puts up a ‘Welcome Home’ banner in the window. That night, she dreams that the banner says ‘Go Away!’

Explain Rebecca's dream using the psychoanalytic theory.
Individual Behaviour — Optional Topic

Attempt EITHER

Question 2 — Personality

OR

Question 3 — Phobias

Question 2 — Personality

(a) Describe what is meant by ‘psychoticism’ according to Eysenck’s Personality Theory. 2

(b) Describe the following personality scale:
   • EPQ-r (Eysenck Personality Questionnaire — revised). 4

(c) Explain biological causes of Anti-Social Personality Disorder (APD). 5

(d) (i) Describe a study into the situational causes of APD. In your answer, you must include:
   • researcher name(s)
   • aim(s)
   • method/procedure
   • results. 5

(ii) Explain one strength and one weakness of this study. 4

[Now go to Question 4 on page 05]
Do not attempt question 3 if you have already answered question 2

Question 3 — Phobias

(a) Describe what is meant by agoraphobia.  

(b) Describe social skills training in the treatment of phobias.  

(c) Explain the role of classical conditioning in the creation of phobias.  

(d) (i) Describe a study into the genetic inheritance of phobias.  
       In your answer, you must include:
       • researcher name(s)  
       • aim(s)  
       • method/procedure  
       • results.  

(ii) Explain one strength and one weakness of this study.  

[Now go to Question 4 on page 05]
Question 4
Social Behaviour — Conformity

(a) (i) Describe one individual factor that may have influenced conformity in the Mori and Arai 2010 study.

(ii) Describe one cultural factor that may have influenced conformity in the Mori and Arai 2010 study.

(b) Results of Asch's line studies

<table>
<thead>
<tr>
<th>Study</th>
<th>% conformity rates</th>
</tr>
</thead>
<tbody>
<tr>
<td>Original study</td>
<td>32%</td>
</tr>
<tr>
<td>All confederates gave the same wrong answer each time.</td>
<td></td>
</tr>
<tr>
<td>Variation study</td>
<td>5.5%</td>
</tr>
<tr>
<td>One of the confederates gave the correct answer each time.</td>
<td></td>
</tr>
</tbody>
</table>

Explain what the results in the table above tell us about conformity.

(c) Ahmed has just started at a new school. After his first day, he bought the same black and white trainers that most of his classmates were wearing.

Explain Ahmed's behaviour with reference to:

- majority social influence
- informational social influence
- normative social influence
- compliance.

[Turn over]
Question 5 — Altruism

(a) Describe what is meant by altruism.

(b) (i) Describe a research study into the empathy-altruism theory. In your answer, you must include:
   • researcher name(s)
   • aim(s)
   • method/procedure.

(ii) Explain how the results of this study support the empathy-altruism theory.

(c) Explain cultural differences in altruism.

(d) During the breeding season some birds do not reproduce. Instead, they help other breeding pairs by gathering food for them.

Researchers observed 74 helper relationships and recorded who the birds helped. The results are shown in the table below.

<table>
<thead>
<tr>
<th>Helper relationships</th>
<th>Number of times helped</th>
</tr>
</thead>
<tbody>
<tr>
<td>Parents</td>
<td>66</td>
</tr>
<tr>
<td>Brothers or sisters</td>
<td>7</td>
</tr>
<tr>
<td>Strangers</td>
<td>1</td>
</tr>
</tbody>
</table>

Explain the results in the table above using the kin-selection theory of altruism.
Question 6 — Non-Verbal Communication (NVC)

(a) Researchers have found that babies all over the world will begin to smile at 6 weeks of age.

Describe this behaviour with reference to the contribution of nature (innate) to NVC.  

(b) Russell is going for a job interview. He has been advised that NVC is important and affects how interviewers form both a positive and a negative impression.

Using your knowledge of NVC, explain how Russell could give a good impression at the interview.  

(c) Explain gender and cultural differences in NVC.  

(d) (i) Describe a study relating to nature (innate) in NVC. In your answer, you must include:

• researcher name(s)  
• aim(s)  
• results.  

(ii) Explain one strength of this study.  

[END OF QUESTION PAPER]