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

Question 1
Individual behaviour — sleep and dreams

(a)  (i) Describe the aims of the Dement and Kleitman (1957) study. 3
(ii) Explain one weakness of the Dement and Kleitman (1957) study. 2

(b) Using Oswald’s (1966) restoration theory of sleep explain why it is important that people get enough REM and non-REM sleep. 6

(c) Using Freud’s (1909) study of Little Hans explain the manifest and latent content of dreams. 4
Individual behaviour — optional topic

Attempt EITHER

Question 2 — Personality

OR

Question 3 — Phobias

Question 2 — Personality

(a) Describe what is meant by personality. 2

(b) Describe a research study related to the biological causes of anti-social personality disorder (APD). In your answer, you must include

• name of researcher(s)/name of study
• aim(s)
• method/procedure
• results. 5

(c) Explain two situational causes of anti-social personality disorder (APD). Refer to research evidence in your answer. 6

(d) Explain Eysenck’s type theory of personality. Refer to the EPQ-r (Eysenck Personality Questionnaire – revised) in your answer. 7

[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 the characteristics of social anxiety disorder.  

(b) Explain one strength and one weakness of systematic desensitisation.  

(c) (i) Describe the aim(s) and results of a research study relating to the genetic inheritance of phobias. You must include the name of the researcher(s) or study in your answer.  

(ii) Explain one weakness of this study.  

(d) Marta is 20 years old and has a phobia of snow. She is not able to go out in it or look at it. She panics when it is mentioned on the weather forecast. She remembers being buried under snow while playing in it when she was a child.

Explain Marta’s phobia of snow using the two-process model.  

[Now go to Question 4 on page 05]
Question 4
Social behaviour — conformity

(a) Describe one situational factor in conformity.  

(b) Explain why one culture might have higher conformity rates than another.  

(c) Adam and Leah have just started new jobs. They both conform at work but in different ways. Adam laughs at his colleagues' jokes even though he does not find them funny. Leah watches colleagues closely and does everything in exactly the same way as she believes they are doing the tasks correctly.

Using your knowledge of conformity explain the behaviour shown by Adam and by Leah.  

(d) (i) Describe Asch's (1951) study into conformity. In your answer you must include
- aim(s)
- method/procedure
- results.  

(ii) Explain one strength and one weakness of the Asch study.  

[Turn over
Social behaviour — optional topic

Attempt EITHER

Question 5 — Altruism

OR

Question 6 — Non-verbal communication (NVC)

Question 5 — Altruism

(a) Describe a cultural difference in altruism.

(b) An altruism study was conducted on people from two cultures. The number of people from each culture who helped in three different situations was recorded.

<table>
<thead>
<tr>
<th>Situation</th>
<th>Culture A</th>
<th>Culture B</th>
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</thead>
<tbody>
<tr>
<td>Situation 1</td>
<td>2</td>
<td>10</td>
</tr>
<tr>
<td>Situation 2</td>
<td>4</td>
<td>10</td>
</tr>
<tr>
<td>Situation 3</td>
<td>3</td>
<td>7</td>
</tr>
</tbody>
</table>

Calculate the mean for the number of people who helped in Culture A.

You must show how you calculated your answer.

(c) Priya is on a shopping trip. She notices what appears to be a homeless man wrapped in a blanket. When he holds out his empty cup Priya stops to give him money.

Explain Priya’s helping behaviour using the empathy-altruism theory.

(d) Describe a research study relating to the kin-selection theory of altruism. In your answer you must include

• name of researcher(s)/name of study
• aim(s)
• method/procedure
• results.
Question 6 — Non-verbal communication (NVC)

(a) Describe one status difference in NVC.  

(b) An NVC study was conducted on people from two cultures. The number of people from each culture who hugged in three different social situations was recorded.

<table>
<thead>
<tr>
<th></th>
<th>Culture A</th>
<th>Culture B</th>
</tr>
</thead>
<tbody>
<tr>
<td>Social situation 1</td>
<td>2</td>
<td>10</td>
</tr>
<tr>
<td>Social situation 2</td>
<td>4</td>
<td>10</td>
</tr>
<tr>
<td>Social situation 3</td>
<td>3</td>
<td>7</td>
</tr>
</tbody>
</table>

Calculate the mean for the number of people who hugged in Culture A. Show how you calculated your answer.  

(c) Describe a research study relating to nurture (learned behaviour) in NVC. In your answer you must include
   • name of researcher(s)/name of study
   • aim(s)
   • method/procedure
   • results.  

(d) Explain the contribution of nature (innate) to NVC. Refer to research evidence in your answer.