

FOR OFFICIAL USE



National
Qualifications
2014

Mark

X763/75/01

Psychology

TUESDAY, 3 JUNE

9:00 AM — 10:30 AM



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

Total marks – 50

Attempt ALL questions.

Write your answers clearly in the spaces provided in this booklet. Additional space for answers is provided at the end of this booklet. If you use this space you must clearly identify the question number you are attempting.

Use **blue** or **black** ink.

Before leaving the examination room you must give this booklet to the Invigilator; if you do not, you may lose all the marks for this paper.



Question 2

MARKS

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WRITE IN
THIS
MARGIN

Social Behaviour: Conformity

Bobby is afraid of the video games which his brother plays. However he pretends to like the games when with his friends because they all seem to enjoy them.

(a) Is Bobby affected by majority or minority influence?

1

(b) Give **one other** example of how Bobby may conform with his friends.

2



* X 7 6 3 7 5 0 1 0 6 *

Question 2 (continued)

(d) Describe **one** individual and **one** cultural factor which may have influenced the likelihood of Bobby conforming.

(i) Individual factor

2

(ii) Cultural factor

2

(e) The Mori and Arai (2010) study has been criticised. Describe **one** weakness of the Mori and Arai study.

2

Total marks 15



* X 7 6 3 7 5 0 1 0 8 *

Question 3 (continued)

MARKS

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(d) Explain **one** strength of this research study

2

(e) Name **one other** researcher who has carried out a research study on your optional topic.

1

Total marks 15

[END OF QUESTION PAPER]



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ADDITIONAL SPACE FOR ANSWERS

MARKS

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ADDITIONAL SPACE FOR ANSWERS

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