

Centre Number						Candidate Number				
Surname										
Other Names										
Candidate Signature										

For Examiner's Use	
Examiner's Initials	
Question	Mark
1	
2	
3	
4	
5	
6	
7	
8	
9	
TOTAL	



General Certificate of Education
Advanced Subsidiary Examination
June 2010

Psychology (Specification A)

PSYA1

Unit 1 Cognitive Psychology, Developmental Psychology and Research Methods

Monday 7 June 2010 1.30 pm to 3.00 pm

You will need no other materials.

Time allowed

- 1 hour 30 minutes

Instructions

- Use black ink or black ball-point pen.
- Fill in the boxes at the top of this page.
- Answer **all** questions.
- You must answer the questions in the spaces provided. Do not write outside the box around each page or on blank pages.
- Do all rough work in this book. Cross through any work you do not want to be marked.
- If you need extra space for your answer(s), use the lined pages at the end of this book. Write the question number against your answer(s).

Information

- The marks for questions are shown in brackets.
- The maximum mark for this paper is 72.
- Question 9 should be answered in continuous prose. You may use the space provided to plan your answer. In Question 9, you will be marked on your ability to:
 - use good English
 - organise information clearly
 - use specialist vocabulary where appropriate.



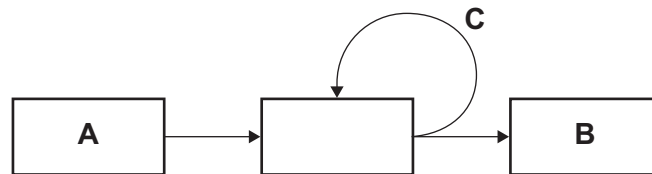
J U N 1 0 P S Y A 1 0 1

Section A Cognitive Psychology and Research Methods

Answer **all** questions in the spaces provided.

Total for this question: 3 marks

- 1 This is a diagram of Atkinson and Shiffrin's multi-store model of memory.



From the following list, select the appropriate labels for **A**, **B** and **C**. Write **A**, **B** or **C** in the **three** correct boxes.

Secondary memory

Long-term memory

Recognition

Rehearsal loop

Central executive

Sensory memory

Short-term memory

(3 marks)

3



Total for this question: 5 marks

2 Describe strategies for memory improvement.

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(5 marks)

Extra space

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5

Turn over for the next question

Turn over ▶



Total for this question: 11 marks

3 A researcher carried out an experiment to investigate how many numbers could be held in short-term memory. The participants were 15 children and 15 adults. Participants were asked to repeat lists of random numbers, in the correct order, as soon as they were read out by the researcher. For example, when the researcher said, “3, 4, 2, 8” the participant immediately repeated “3, 4, 2, 8”. When the researcher then said, “7, 5, 9, 6, 4” the participant immediately repeated “7, 5, 9, 6, 4”. One number was added to the list each time until participants were unable to recall the list correctly. Each participant’s maximum digit span was recorded.

3 (a) Write an appropriate non-directional hypothesis for this experiment.

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(2 marks)

3 (b) Explain why the researcher used an independent groups design for this experiment.

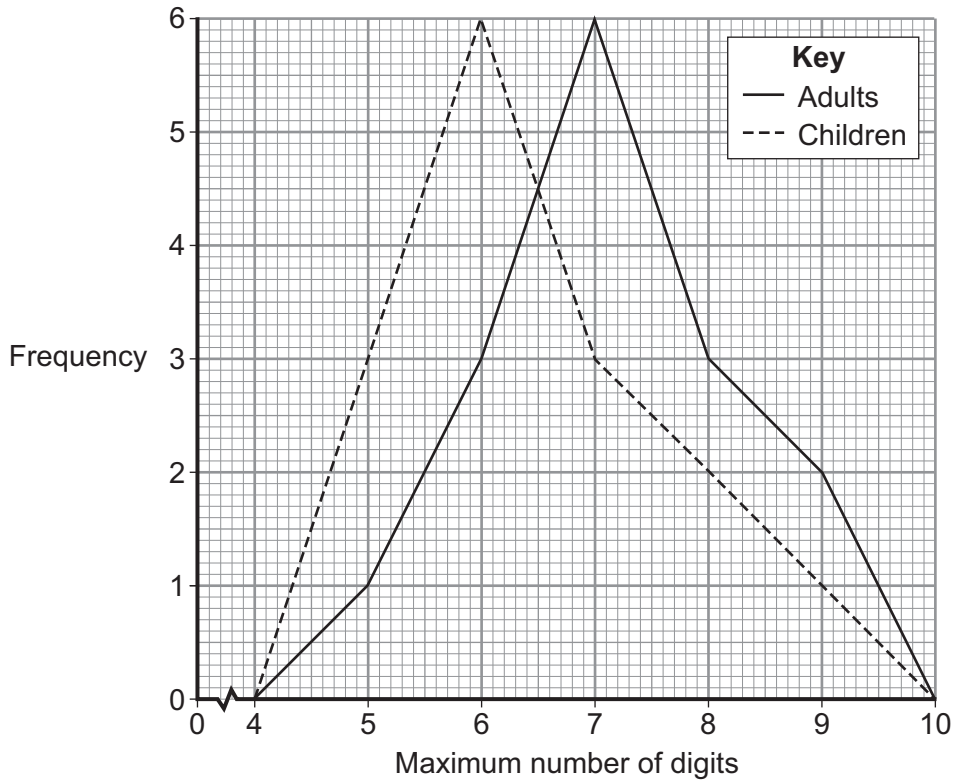
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(2 marks)



3 (c)

Frequency distribution of the maximum number of digits correctly recalled by children and adults



Write the mode for each group in the table below.

Age group	Mode
Children	
Adults	

(2 marks)

3 (d)

What does the frequency distribution show about the results?

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(3 marks)

Turn over ►



3 (e) Do the results of this experiment support the findings of other research into the capacity of short-term memory? Explain your answer.

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(2 marks)

11

Total for this question: 4 marks

4 Describe **one** way in which psychologists have investigated the duration of short-term memory. In your answer, you should include details of stimulus materials used, what participants were asked to do and how duration was measured.

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(4 marks)

Extra space

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Total for this question: 13 marks

5 An American space shuttle exploded soon after it was launched. All of the astronauts on board were killed. Crowds of people were watching, including friends and relatives of the astronauts. Six months after the explosion, a student decided to investigate the accuracy of some of the eyewitnesses' memory of this event.

5 (a) Outline how the student could have used a cognitive interview to investigate this event. Include **at least one** example of what the participants would be asked to do.

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(4 marks)

Extra space

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Question 5 continues on the next page

Turn over ►



5 (b) Explain how anxiety might have affected eyewitness testimony of this event. Refer to psychological research in your answer.

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(6 marks)

Extra space

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5 (c) Explain why it might be better to carry out research into eyewitness testimony in the real world, rather than in a laboratory.

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(3 marks)

13



Section B Developmental Psychology and Research Methods

Answer **all** questions in the spaces provided.

Total for this question: 12 marks

6 Ainsworth identified different types of attachment in children, including secure and insecure attachment.

6 (a) Identify **two** characteristics of an insecurely attached child.

Characteristic One

Characteristic Two

(2 marks)

A psychologist investigated the relationship between type of attachment in childhood and success in later adult relationships. He published a questionnaire in a local newspaper. The participants were people who read the newspaper, filled in the questionnaire and sent it to the psychologist. Participants' answers to the questions were used to decide whether they had been securely or insecurely attached as children. The participants who were identified as securely attached children were more likely to have successful adult relationships than those identified as insecurely attached children.

6 (b) Identify the sampling technique used in this study. Outline **one** weakness of using this sampling method.

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(3 marks)

Turn over ►



6 (c) Identify **one** ethical issue the researcher would need to consider in this research. Suggest how the researcher could deal with this ethical issue.

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(3 marks)

6 (d) Questionnaires and interviews are both self-report techniques. Explain **one** advantage **and one** disadvantage of using a questionnaire rather than an interview.

Advantage

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Disadvantage

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(4 marks)

12



Total for this question: 6 marks

7 Observation in a Strange Situation has been used to investigate cultural variations in attachment.

7 (a) Give **one** advantage of using observation in psychological research.

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(2 marks)

7 (b) Outline what research has shown about cultural variations in attachment.

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(4 marks)

Extra space

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6

Turn over ►



Total for this question: 6 marks

8 Both of Ali's parents work full time, so they have decided to put him into day care. They do not have any relatives or friends who could care for Ali, but there are several types of day care available locally.

8 (a) Name **two** different forms of day care which might be suitable for Ali.

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(2 marks)

8 (b) What advice would you give to Ali's parents to help them choose the most suitable day care for Ali?

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(4 marks)

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6



Question
number

Write the question numbers in the left-hand margin

Question number	



