



South Australian
Certificate of Education

Psychology 2018

Question booklet 1

- **Section A: Short-answer questions**
- **Part 1 of Section A** (Questions 1 to 3) 42 marks
- Answer **all** questions in Part 1
- Write your answers in this question booklet
- You may write on page 8 if you need more space
- Allow approximately 40 minutes

Examination information

Materials

- Question booklet 1 (Part 1 of Section A)
- Question booklet 2 (Part 2 of Section A)
- Question booklet 3 (Section B)
- SACE registration number label

Reading time

- 10 minutes
- You may begin writing during this time
- You may begin using an approved calculator during this time

Writing time

- 2 hours
- Use black or blue pen
- Approved calculators may be used

Total marks 120

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SECTION A: SHORT-ANSWER QUESTIONS (Questions 1 to 7)

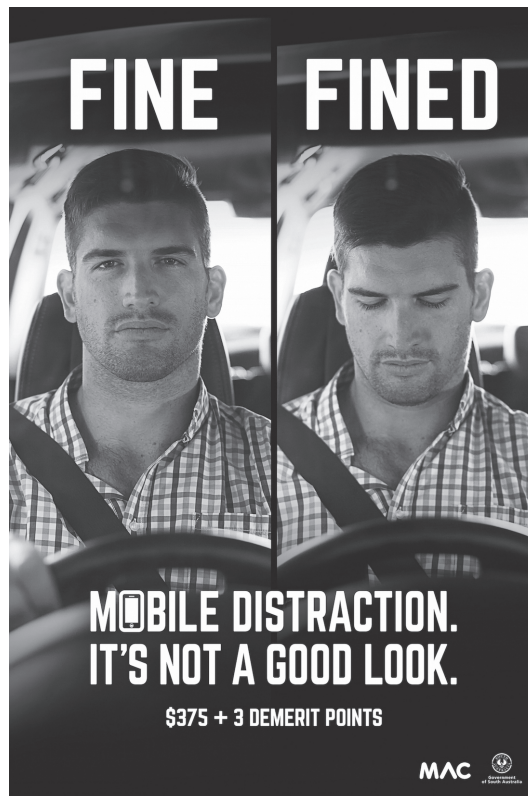
(80 marks)

Part 1 (Questions 1 to 3)

(42 marks)

Answer **all** questions in this part. Answers may be in note form.

1. The bus shelter advertisement below is part of a campaign by the Government of South Australia to promote the safety of motorists.



Source: © 2018 MAC, Government of South Australia, viewed 7 May 2018, www.hybridagency.com.au

Refer to this advertisement when answering Questions 1(a) and 1(b).

This advertisement aims to engage both the central and peripheral processing routes.

- (a) Suggest why the Government of South Australia chose to emphasise the peripheral route of persuasion in this advertisement.

(2 marks)

- (b) Explain how the source and audience of this advertisement influence the effectiveness of the persuasive message.

Source: _____

_____ (2 marks)

Audience: _____

_____ (2 marks)

- (c) Use the bidirectional relationship between attitude and behaviour to explain how a positive attitude towards texting while driving could change.

_____ (2 marks)

- (d) The Government of South Australia also promotes the safety of motorists by offering courses to improve driving skills. Jane decided to enrol in one of these driving courses.

Describe how Jane may gain self-knowledge from one social comparison during this course.

_____ (2 marks)

2. When posting on social media, many people tend to show only their best moments. The difference between our real-life experiences and the edited 'highlights' of other people's lives can make us feel inadequate.

An investigation was carried out in which 1095 regular social media users were randomly allocated to two groups. Participants in Group 1 were instructed to continue their usual social media use. Participants in Group 2 were instructed to stop using social media altogether. After 1 week, Group 2 reported the following improvements:

- better social life
- greater ability to concentrate
- happier mood
- less wasted time
- decreased depressive symptoms.

Group 1, who continued using social media, recorded no change in any of the factors described by Group 2.

Source: Adapted from Dean, J 2015, 'This is why you should quit Facebook for one week', *PsyBlog*, www.spring.org.uk, viewed 7 May 2018, © All rights reserved

- (a) Identify the impression management in this scenario.

(1 mark)

- (b) Identify the social comparison in this scenario.

(1 mark)

- (c) This investigation used an experimental design.

- (i) Identify the independent variable in the investigation.

(1 mark)

- (ii) Explain *one* advantage of using an experimental design for the investigation.

(2 marks)

- (iii) Explain *one* feature of the experimental design in the investigation that could reduce the validity of the findings.

(2 marks)

(d) The data collected for the investigation were qualitative.

(i) Describe how the qualitative data could have been generated.

(2 marks)

(ii) Explain *one* advantage of qualitative data.

(2 marks)

(iii) Explain *one* disadvantage of qualitative data.

(2 marks)

(e) The investigators could have collected quantitative data. Describe *one* way in which the data could have been collected.

(2 marks)

(f) Explain *one* ethical implication of requiring participants to stop using social media for 1 week.

(2 marks)

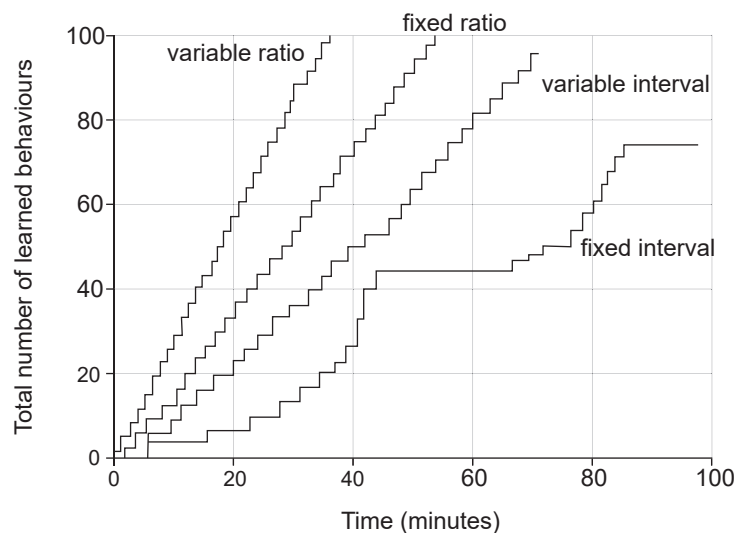
(g) Use *one* model to describe the structure of a person's attitude towards using social media.

(4 marks)

(h) Describe *two* functions of having a positive attitude towards using social media.

(4 marks)

3. The graph below shows the effect of different schedules of positive reinforcement on speed of learning.



Source: Adapted from Rawlings, M, Skouteris, H & Whitechurch, R 2004, *Heinemann psychology: two*, Heinemann, Port Melbourne, p 302

Use the data in the graph to answer the following questions.

- (a) Mr Smith wants his students to learn better study habits as quickly as possible. Identify whether Mr Smith should use a ratio or interval schedule of reinforcement.

(1 mark)

- (b) Describe the difference in the total number of learned behaviours between the fixed and variable interval schedules of reinforcement at 60 minutes.

(2 marks)

(c) Identify the schedules of reinforcement in each of the following cases.

(i) Misha the cat sits at the fridge door every time she feels hungry, but is only fed at 6 pm.

_____ (1 mark)

(ii) Shaun occasionally buys a lottery ticket.

_____ (1 mark)

(iii) Maria gets pocket money after washing all three family cars.

_____ (1 mark)

(iv) A teacher randomly calls on every student to answer one question during each lesson.

_____ (1 mark)

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Question booklet 2

- **Section A: Short-answer questions**
- **Part 2 of Section A** (Questions 4 to 7) 38 marks
- Answer ***all*** questions in Part 2
- Write your answers in this question booklet
- You may write on page 8 if you need more space
- Allow approximately 40 minutes

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SECTION A: SHORT-ANSWER QUESTIONS

Part 2 (Questions 4 to 7)

(38 marks)

Answer **all** questions in this part.

4. Jack spends a lot of time on his phone playing games. On the bus that Jack takes to school, most of the other students also use their phones to play games.

- (a) Using psychological terminology, explain how operant conditioning could lead Jack to spend more time playing games on his phone.

(4 marks)

- (b) Jack learned to play games on his phone by observing other students.
Describe *two* factors that could have influenced Jack's learning through observation.

(4 marks)

- (c) Psychologists were interested in exploring the relationship between time spent playing games and hours of sleep. Participants were placed in two groups (A and B), depending on how much time they spent playing games.

Psychologists used the Epworth Sleepiness Scale (ESS) to measure the level of sleepiness of participants over 2 weeks.

The mean and standard deviation (SD) for each group are provided below. Higher mean scores indicate higher levels of sleepiness.

	<i>Hours spent playing games (per week)</i>	<i>ESS mean</i>	<i>SD</i>
Group A	Less than 10 hours	11	6
Group B	More than 10 hours	15	3

Explain what the standard deviations show about the results of this study.

(2 marks)

- (d) Describe how behaviour modification could decrease the amount of time Jack spends playing games on his phone.

(4 marks)

5. Diet affects the mental health of younger adults and older adults in different ways.

This finding was determined by randomly assigning younger adults and older adults to form groups on two different diets:

- younger adults
 - diet high in protein
 - diet high in fruit
- older adults
 - diet high in protein
 - diet high in fruit.

Diets high in protein, which boost neurotransmitter concentrations, improve the moods of younger adults more than those of older adults. Diets high in fruit, which boost antioxidant concentrations, improve the moods of older adults more than those of younger adults.

Data source: Begdache, L et al., 2017, 'Assessment of dietary factors, dietary practices and exercises on mental distress in young adults versus matured adults', in *Nutritional neuroscience*, December, Taylor & Francis Online

- (a) This research design had two aspects: quantitative observational and experimental.

- (i) Identify *one* feature of this investigation that makes it a quantitative observational design.

_____ (1 mark)

- (ii) Identify *one* feature of this investigation that makes it an experimental design.

_____ (1 mark)

- (b) Explain *one* disadvantage of using a quantitative observational design in an investigation.

_____ (2 marks)

6. Standardised self-report inventories and behavioural observations are two types of personality assessment.

(a) Describe *one* aspect of standardisation.

(2 marks)

(b) Network television producers are holding auditions for a new reality show. The auditions require contestants to complete one standardised self-report inventory.

Discuss the reliability and validity of self-report inventories in this context.

(4 marks)

(c) Explain *one* advantage of assessing personality by observing behaviour.

(2 marks)

7. There are many ways of describing the structure of personality.

- (a) Renata believes that she has to be very assertive to get ahead as a woman in a 'masculine' world. She is also quick to anger and only interested in performing work that benefits her immediately. She is a self-centred individual who struggles to understand the perspectives of her co-workers and, as a result, is not very well liked.

Describe Renata's personality using *one* psychodynamic conception of personality.

(4 marks)

- (b) Effective leaders are able to diffuse conflict, communicate with a range of individuals, reflect on poor performance, and plan for the future.

- (i) Explain why a person who is a high scorer in extraversion could be an effective leader.

(2 marks)

- (ii) Explain why a person who is a low scorer in extraversion could be an effective leader.

(2 marks)

- (c) Chan is preparing to move away from home to attend university. He enjoyed being involved in various extracurricular activities at high school. His family and friends spoke highly of him and of his participation in these activities.

When Chan goes to university, he will have to cope by himself for the first time in his life. He will have to learn how to cook, budget his money, and manage his time. All of these things will be new to him because he did not have to worry about them when he lived at home. However, when he moves away from home, he will also be free to follow his dreams.

Using *one* humanistic conception of personality, discuss how Chan may be affected by his move away from home.

(4 marks)

[illegible]

Psychology 2018

Question booklet 3

- **Section B: Extended-response questions** (Questions 8 and 9) 40 marks
- Answer **both** questions in Section B
- Write your answers in this question booklet
- Allow approximately 40 minutes

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SECTION B: EXTENDED-RESPONSE QUESTIONS (Questions 8 and 9)
(40 marks)

Answer **both** questions in this section.

Write your answers in this question booklet:

- Question 8, on pages 4 to 7, is worth 20 marks.
- Question 9, on pages 8 to 11, is worth 20 marks.

*You should spend about 40 minutes on this section,
5 to 10 minutes planning and 30 to 35 minutes writing.*

*Credit will be given for clear, well-expressed answers that
are well organised and relevant to the questions.*

[illegible]

[illegible]

[illegible]

- Deng has become depressed since his arrival in Australia. He has gained weight, has trouble sleeping, and rarely exercises.

- (20 marks)

This image shows a single sheet of white paper with horizontal ruling lines. The lines are evenly spaced and run across the width of the page. There are no margins, text, or other markings on the paper.

[illegible]

[illegible]

[illegible]

PSYCHOLOGY 2018

ACKNOWLEDGMENT

Question 5: Data source: Begdache, L et al. 2017, 'Assessment of dietary factors, dietary practices and exercises on mental distress in young adults versus matured adults: a cross-sectional study', Nutritional Neuroscience, December, Taylor & Francis Online

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