

NAME:

Answer **all** questions.

MARK:

/ 50

%

Grade:

## SECTION A – Cognitive Psychology

### Memory

- 1 There are a number of stages of information processing.

Draw a line to match each stage with its correct example.

[4]

Stage	Example
Input	Sarah turned around to look at the person who was trying to steal her handbag.
Output	Sarah had an image of the attacker in her mind.
Storage	Sarah made sure that she went over the attack so that the attacker's face was held in her memory.
Retrieval	Sarah thought back to the details of the attack when the police officer interviewed her.
	Sarah described her attacker to the police artist.

- 2 The multi-store model states that there are **three** stores in memory.

(a) Name the store that data enters first.

..... [1]

(b) Name the store that has an unlimited capacity.

..... [1]

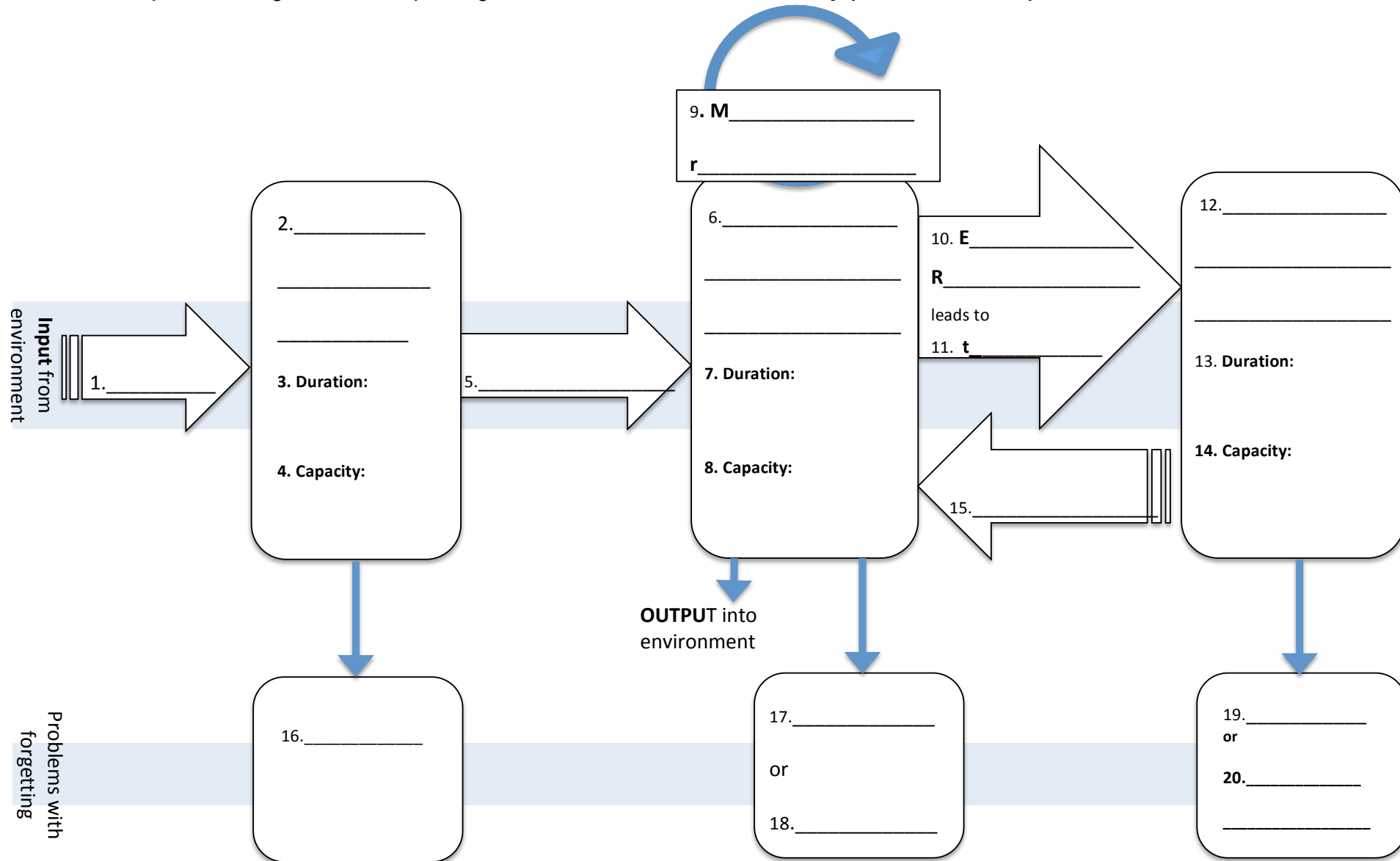
3. Complete the description below explaining **one theory for memory**.

The **Multi-store Model** suggests that the human memory system is made up of a number of ..... and .....

It also believes that memory is limited by ..... and .....

[5]

4. Complete the diagram below explaining the **Multi-store Model** for memory (10 marks in total).



5. Evaluate the **Multi-store Model** by outlining **TWO limitations** in the way it explains memory.

1. \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

For example, \_\_\_\_\_  
\_\_\_\_\_ [2]

2. \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

For example, \_\_\_\_\_  
\_\_\_\_\_ [2]

6. Why do we forget?

Arfan forgets what he came downstairs for until he goes back upstairs again.

Carmen forgets some of the names of the people she has just been introduced to because there were too many of them.

Darcy forgets the poem she is trying to learn because she has not practised it enough times.

Using the source:

(a) Name the person who has experienced decay.

.....[1]

(b) Name the person who has experienced displacement.

.....[1]

7. Explain **ONE way** that **techniques for recall** can be used in **advertising**.

Technique: \_\_\_\_\_

Explanation (with example): \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_ [2]

8. The neuropsychologist

A neuropsychologist has been assigned two new patients. Patient A is unable to recall any memories from before she suffered her brain injury, while Patient B is unable to form any new memories since his brain trauma.

For both patients, identify the type of amnesia and the area of the brain associated with this type of memory loss.

Patient A:

Type of Amnesia

.....

Associated Brain Area

.....

Patient B:

Type of Amnesia

.....

Associated Brain Area

.....[4]

9. A group of people with amnesia were tested for recall. When they were given 30 images to memorise, they remembered a median of 5 images.

Calculate the median expressed as a fraction in its lowest form of the total number of images. Show your workings.

Median = ..... [2]

10. (a) Identify which of the following shows why Braun et al.'s (2002) study of autobiographical memories may show age bias.

- A only cartoon characters were investigated
- B only childhood memories were investigated
- C only paper advertisements were investigated
- D only university students were investigated

Your answer

☐

[1]

(b) Identify how Braun et al.'s study lacked ecological validity.

- A participants were made to give adverts more direct attention than normal
- B participants' imagination inflation was measured using numerical scales
- C the character of Ariel did not exist when the participants were younger
- D the character of Mickey Mouse did not look realistic on the poster

Your answer

☐

[1]

(c) Identify a weakness of using an independent measures design in Braun et al.'s study

- A differences in the ratings of the pleasantness of the advert may be due to demand characteristics
- B differences in the ratings of the pleasantness of the advert may be due to participant variables
- C differences in recall of shaking hands with a character may be due to demand characteristics
- D differences in recall of shaking hands with a character may be due to participant variables

Your answer

☐

[1]

11. Outline the **two tests** used in **Wilson et al.'s study of Clive Wearing**.

Test 1: \_\_\_\_\_

What did they do? \_\_\_\_\_

\_\_\_\_\_ [2]

Test 2: \_\_\_\_\_

What did they do? \_\_\_\_\_

\_\_\_\_\_ [2]

**12. Describe and evaluate the theory of reconstructive memory.**

**(a) Describe the theory (make four points).**

[4 marks]

**(b) Evaluate the theory (two criticisms)**

[4 marks]

<b>Critical Buddy Reflection – to be completed after marking</b> Areas of strength:  Areas for improvement:  Proposed goals for revision in the Memory Unit 1.  2.  Signed (critical buddy): _____ I have discussed & agreed this with my critical buddy (my signature): _____		<b>Marks breakdown</b> <i>General terms</i> Q. 1& 6 _____ / 6  <i>Multi-store Model theory</i> Q. 2-5 _____ / 21  <i>Wilson et al. study</i> Q. 11 _____ / 4  <i>Theory- Reconstructive Mem.</i> Q. 12 _____ / 8  <i>Braun et al. study</i> Q. 10 _____ / 3  <i>Applications</i> Q. 7 _____ / 2  <i>Neuropsychology – the brain</i> Q. 8 _____ / 4  <i>Maths in psychology</i> Q. 8 _____ / 2  <b>TOTAL</b> <div style="text-align: right;"><b>/ 50</b></div>
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## SELF EVALUATION: WHERE TO NEXT?

Evaluate where you think you are on each of these key skills based on your assessment.

PSYCHOLOGY MASTERY FEEDBACK														
SKILL LEVEL	TOPIC:													
Master														
Expert														
Apprentice														
Novice														
	General Terms		Multi-store Model			Wilson et al.'s study of Clive Wearing		Theory of Reconstructive Memory			Braun et al.'s study of autobiographical memories		Application of research: advertising & memory	
SUCCESS CRITERIA	I can define the general terms for this topic		I can explain the general terms using examples and pictures.			I can accurately use key words to outline the 1st theory for this topic.		I can evaluate the strengths & limitations of the 1st theory.			I can describe the 2nd study for this topic using A,M,R.		I can explain the applications of research using relevant examples.	
	For each topic, you should fulfil each criteria to the right. Set your target & aim for mastery for each success criteria.		I can explain the 1st theory using details & examples.			I can describe the 1st study for this topic using A,M,R.		I can evaluate the 1st study by explaining the limitations & using examples.			I can evaluate the 2nd study by explaining the limitations & using examples.		I can use research terms & processes to conduct my own research in psychology.	
													I can explain how the structure & processes of the brain link to this topic.	