

PAPER 2 - overview	Memory TECHNIQUES USED FOR RECALL IN ADVERTISING How? (a) Cues- create context or feeling linked to product so when consumer is in this context/emotional state it will trigger a memory of the product. (b) Repetition – build familiarity with brand by repeating them frequently (prevents decay & encourages positive feelings). (c) Avoiding overload – if there is too much information, some is displaced out of STM; reducing information to essential point should avoid overload. (d) Use of autobiographical advertising – used to connect emotionally by reminding people of a time in their life (e.g. using Disney ads in Braun’s study). USE OF NEUROPSYCHOLOGY FOR MEASURING MEMORY How? The Wechsler memory scale is used to evaluate the extent of brain damage in patients who may have had brain injury or suffer from illness like dementia. It produces results on 5 different aspect of memory; auditory, visual, visual working, immediate and delayed memory. Why? It is important to identify what cognitive problems the patient has and how bad they are. By determining the extent of the patients damage, they can offer them the best and most appropriate treatment.	Social Influence CHANGING ATTITUDES TO MENTAL HEALTH STIGMA & DISCRIMINATION 1. MINORITY INFLUENCE is where a small group of people can change the opinion and belief of larger groups. Techniques to use: <ul style="list-style-type: none"> • Behavioural style – <u>consistent, clear messages</u> with the audience of peers in mind • Style of thinking – understand the majority audience (peers), or sub -groups at school that they want to influence • Commitment – strongly supporting the minority view • Flexibility – not being too radical in one’s views • Use of identification – peer -to -peer delivery of messages . 2. MAJORITY INFLUENCE could help to change the view of the minority discriminatory view by trying to get them to conform to the group norm and internalise the beliefs. <ul style="list-style-type: none"> • Language - stop using stigmatised vocabulary – if the majority stop using it then the minority often follow as we often want to be in the in-group • Treat mental health as a physical problem, if someone has been off with a broken arm groups often make an effort to ensure that they are included when they are back at school, the same should be done for mental illness. 	Sleep & Dreaming IMPACT OF NEUROLOGICAL DAMAGE ON SLEEP Insomnia Damage to the hypothalamus can occur after surgery, trauma or disease. The SCN is part of the hypothalamus- damage to this can lead to insomnia. Damage to the pineal gland (regulates melatonin production), can also lead to insomnia. Can be helped through melatonin drugs and.. (a) RELAXATION TECHNIQUES <ul style="list-style-type: none"> - Clearing the mind/writing down concerns (to reduce anxiety & worry) - Deep breathing & relieving tension in body through visualisation. <i>This balances the nervous system by calming the sympathetic nervous system and supporting the parasympathetic nervous system to do its job.</i> (b) SLEEP HYGIENE Make changes to health (diet/exercise/ coffee etc.) and physical environment to promote sleep <ul style="list-style-type: none"> - reduce light/ electronic equipment (light- block melatonin production) - regulate temperature - comfortable bedding - bedroom decluttered & clocks faces turned away
Possible Exam Question	<p>An advertisement company wants to promote a new fizzy drink. Using your knowledge of psychology, explain how they could do this. (6 marks)</p> <p><i>The advertiser could use <u>cues</u> to promote their fizzy drink. The cue-dependent theory of memory says that if the advertisers create a certain context or feeling when advertising their fizzy drink, it will act as a trigger when consumers are in the same situation. Therefore, the advertiser could make an advert where people are showing drinking it when they are out with friends having a good time. This would cue people to buy the drink when they are out with their friends, triggered by the positive feeling of enjoying themselves.</i></p> <p><i>The advertisers could also use <u>repetition</u> to help make consumers more familiar with their fizzy drink. The more familiar they are, the more positive they will feel about the drink.</i></p> <p><i>The advertiser would need to <u>avoid overloading</u> the consumer though this means that the information that they include about the drink itself should be kept to a minimum, so that consumers can recall the key points. If the drink comes in different flavours, for example, the names of the flavours should be kept short so that the people have a chance of remembering them all.</i></p>	<p>Matej and Joanne are concerned about growing sexism amongst some males at their school. As a result, thir teacher suggests that they give a talk to the year group at the next assembly and launch an awareness campaign.</p> <p>Explain how Matej and Joanne could change attitudes towards sexism in their school (6 marks)</p> <p><i>Matej and Joanna need to use clear and consistent messages as part of their campaign as this should help the majority of students to understand the issue concerned (1). They should explain that it has life changing impacts on those they abuse (1) and that those students who hold views that women are ‘inferior’ to men might be part of the problem but also can be a key part of the solution (1) Because they are the minority, Matej and Joanna must be flexible and avoid ‘finger wagging’ (1) so that people do not feel lectured about their negative attitudes (1 . If the minority can make the effort to understand the thought processes that lead the majority of their year group to make sexist remarks (1) then they can use this insight to make convincing arguments to challenge these negative attitudes and beliefs (1).</i></p>	<p>Caitlin is a teenager who finds it difficult to sleep at night and thinks she might be suffering from insomnia. Explain what advice you would give Caitlin to help her increase her chances of getting a good sleep. (6 marks)</p> <p><i>Firstly, Caitlin could ‘clean up’ her sleep environment (where she sleeps) by making sure that her room is dark, quiet and at a comfortable temperature. (1) Her bedding should be comfortable and she should ensure that any smart phones, computers etc. are off.(1) She should also refrain from using these at least an hour before she plans to sleep as light can affect melatonin production which promotes sleep (1). She should avoid eating large meals just before bedtime and reducing her intake of caffeine as this will make it difficult for her body and to settle. (1)</i></p> <p><i>Caitlin could also use relaxation techniques where she clears her mind (she could write down her worries or imagine them flying away) (1) and engages in deep breathing exercises to calm the sympathetic nervous system. (1)</i></p>