

**Section C
Memory**

Answer **all** questions in this section.

- 15 (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]

16

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]

17 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]

18

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]

SPECIMEN

19* Use your knowledge and understanding from across the psychology course to explain how far you agree with the following viewpoint.

"Laboratory experiments are so artificial that we cannot reasonably apply them to real life. The only useful studies in psychology are those conducted outside of a laboratory."

In your answer you should refer to at least **two** different areas of psychology you have studied.

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SPECIMEN

15	a	D	1 AO3	
	b	A	1 AO3	
	c	D	1 AO3	
16	a	Using the source: Name the person who has experienced decay. Darcy	1 AO2	
	b	Name the person who has experienced displacement. Carmen	1 AO2	
17		Calculate the median expressed as a fraction in its lowest form of the total number of images. Show your working. 1 mark for answer: 1/6 (✓) 1 mark for workings: 5/30 (✓)	2 AO2	1 mark only if not expressed in its lowest form.
18		<u>The neuropsychologist</u> 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. For each patient: <ul style="list-style-type: none"> 1 mark for application of knowledge of amnesia to 	4 2xAO1 2xAO2	

		<p>the source</p> <ul style="list-style-type: none"> • 1 mark for knowledge of associated brain areas. <p>Patient A</p> <ul style="list-style-type: none"> • Type of Amnesia - Retrograde amnesia • Brain Area - Frontal lobe (pre-frontal cortex) <p>Patient B –</p> <ul style="list-style-type: none"> • Type of Amnesia - Anterograde amnesia • Brain Area – Hippocampus 		
19	*	<p>Use your knowledge and understanding from across the psychology course to explain how far you agree with the following viewpoint.</p> <p>"Laboratory experiments are so artificial that we cannot reasonably apply them to real life. The only useful studies in psychology are those conducted outside of a laboratory."</p> <p>In your answer you should refer to at least two different areas of psychology you have studied.</p> <p><u>AO1 marks</u> Description of features of laboratory studies such as Braun, Ellis and Loftus (2002) and Cooper and Mackie (1986)</p> <p>Description of features of studies conducted outside of a laboratory, for example field experiments such as Bickman (1974), natural experiments such as Piaget (1952), self-report studies such as Williams et al. (1992), case studies such as Freud (1918), and correlational studies such as Blackwell et al. (2007).</p> <p>AO3 marks for valid critical evaluation points in terms of</p>	13 6xAO1 7xAO3	<p>AO3 marks can only be awarded where more than one area of study has been considered.</p> <p>Credit any other relevant response from any other topic area studied:</p> <ul style="list-style-type: none"> • The Brain and neuropsychology • Development • Memory • Psychological Problems • Social Influence • Criminal Psychology • Sleep and Dreaming

<p>being able to apply different types of studies to real life, which relate to:</p> <ul style="list-style-type: none"> ecological validity generalisability demand characteristics social desirability bias reliability/replicability control of variables standardisation bias samples extraneous variables usefulness data ethics. <p>Other relevant methodological issues should be credited.</p> <p>AO1</p> <p>Level 3 (5–6 marks):</p> <p>There is a thorough description of features at least two types of studies in psychology (including laboratory experiments), with examples from different areas of psychology. This is done with accuracy and clarity. There is a well-developed line of reasoning which is clear and logically structured. The information presented is relevant and substantiated.</p> <p>Level 2 (3-4 marks):</p> <p>There is a good description of one or more types of studies in psychology (including laboratory studies). This is done with accuracy, with examples from different areas</p>				

	<p>of psychology. There is a line of reasoning presented with some structure. The information presented is in the most-part relevant and supported by some evidence.</p> <p>Level 1 (1-2 marks):</p> <p>There is a basic description of one or more types of studies in psychology and may include examples. This may include some inaccuracy. The information has some relevance and is presented with limited structure. The information is supported by limited evidence.</p> <p>0 marks: No credit worthy response.</p> <p>AO3</p> <p>Level 3 (5-7 marks):</p> <p>There is a thorough evaluation which offers breadth and/or depth covering at least 2 different areas of psychology studied. Points are coherent and relevant and the response is developed in order to reach a substantiated judgement in response to the question.</p> <p>Level 2 (3-4 marks):</p> <p>There is a good evaluation which offers breadth and/or depth covering at least 2 different areas of psychology studied. Points may be brief but should still be relevant and used to reach a supported judgement in response to the question.</p> <p>Level 1 (1-2 marks):</p> <p>There may be some basic attempt at evaluation but it will be weak and consideration of more than one area of psychology may be inaccurate. Judgements will be either unclear or absent.</p>		
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