

INTERNATIONAL AS PSYCHOLOGY

(9685) Mark scheme

Unit 1: Introductory topics in psychology Specimen 2018

Mark schemes are prepared by the lead assessment writer and considered, together with the relevant questions, by a panel of subject teachers. This mark scheme includes any amendments made at the standardisation events which all associates participate in and is the scheme which was used by them in this examination. The standardisation process ensures that the mark scheme covers the students' responses to questions and that every associate understands and applies it in the same correct, way. As preparation for standardisation each associate analyses a number of students' scripts. Alternative answers not already covered by the mark scheme are discussed and legislated for. If, after the standardisation process, associates encounter unusual answers which have not been raised they are required to refer these to the lead assessment writer.

It must be stressed that a mark scheme is a working document, in many cases further developed and expanded on the basis of students' reactions to a particular paper. Assumptions about future mark schemes on the basis of one year's document should be avoided; whilst the guiding principles of assessment remain constant, details will change, depending on the content of a particular examination paper.

International AS Psychology mark scheme

How to mark

Aims

When you are marking your allocation of scripts your main aims should be to:

- · recognise and identify the achievements of students
- place students in the appropriate mark band and in the appropriate part of that mark band (high, low, middle) for **each** Assessment Objective
- record your judgements with brief notes, annotations and comments that are relevant to the mark scheme and make it clear to other examiners how you have arrived at the numerical mark awarded for each Assessment Objective
- ensure comparability of assessment for all students, regardless of question or examiner.

Approach

It is important to be **open-minded** and **positive** when marking scripts.

The specification recognises the variety of experiences and knowledge that students will have. It encourages them to study psychology in a way that is relevant to them. The questions have been designed to give them opportunities to discuss what they have found out about psychology. It is important to assess the quality of **what the student offers**.

Do not mark scripts based on the answer **you** would have written. The mark schemes have been composed to assess **quality of response** and not to identify expected items of knowledge.

Assessment Objectives

This component requires students to:

AO1	Demonstrate knowledge and understanding of scientific ideas, processes, techniques and procedures.					
AO2	Apply knowledge and understanding of scientific ideas, processes, techniques and procedures: • in a theoretical context					
	in a practical context					
	when handling qualitative data					
	when handling quantitative data.					
AO3	Analyse, interpret and evaluate scientific information, ideas and evidence, including in relation to issues, to:					
	make judgements and reach conclusions					
	develop and refine practical design and procedures.					

The marking grids

Do not think of levels equalling grade boundaries.

Depending on the part of the examination, the levels will have different mark ranges assigned to them. This will reflect the different weighting of Assessment Objectives in particular tasks and across the examination as a whole.

Using the grids

Having familiarised yourself with the descriptors and indicative content, read through the answer and annotate it (as instructed below) to identify the qualities that are being looked for and that it shows. You can now check the levels and award a mark.

Step 1 Determine a level

Start at the lowest level of the mark scheme and use it as a ladder to see whether the answer meets the descriptors for that level. The descriptors for the level indicate the different qualities that might be seen in the student's answer for that level. If it meets all the descriptors for the lowest level then go to the next one and decide if it meets this level, and so on, until you have a match between the level descriptors and the answer. With practice and familiarity you will find that for better answers you will be able to skip through the lower levels of the mark scheme quickly.

When assigning a level you should look at the overall quality of the answer and not look to pick holes in small and specific parts of the answer where the student has not performed quite as well as the rest. If the answer covers different aspects of different levels of the mark scheme you should use a best-fit approach for defining the level and then use the variability of the response to help decide the mark within the level.

Step 2 Determine a mark

Once you have assigned a level you need to decide on the mark.

It is often best to start in the middle of the level's mark range and then check and adjust. If there is a lot of indicative content fully identifiable in the work you need to give the highest mark in the level. If only some is identifiable or it is only partially fulfilled, then give the lower mark.

The exemplar materials used during standardisation will also help. There will be an answer in the standardising materials that will correspond with each level of the mark scheme. This answer will have been awarded a mark by the lead examiner. You can compare the student's answer with the example to determine if it is of the same standard, better or worse than the example. You can then use this to allocate a mark for the answer based on the lead examiner's mark on the example.

You may well need to read back through the answer as you apply the mark scheme to clarify points and assure yourself that the level and the mark are appropriate.

In addition to the levels descriptors, question specific indicative content is provided as a guide for examiners. This is not intended to be exhaustive and you must credit other valid points.

An answer that contains nothing of relevance to the question must be awarded no marks.

Annotating scripts

You should write a summative comment at the end for each Assessment Objective and indicate the marks for each Assessment Objective being tested at the end of the answer in the margin in sequence. It is vital that the way you arrive at a mark should be recorded on the script. This will help you with making accurate judgements and it will help any subsequent markers to identify how you are thinking. Please do not write negative comments about students' work or their alleged aptitudes; this is unprofessional and it impedes a positive marking approach.

Total for this section: 30 marks

Section A: Memory

Question	Part	Marking	guidance		Total marks
01		Describ	e what is involved in the cognitive interview.		6
		Possibl	e answers include:		
			ort everything, even minor detail, to encourage tr information.	iggering of	
	 Reinstate the context by asking the person to imagine how they felt at the time, other things that were happening. Ask to recall in different order – ask 'what happened before' rather than 'what happened next'. Report from another perspective – ask what other people might have seen from their viewpoint. 				
		Credit a			
		Level	Description	Marks	
		3	The cognitive interview is described in detail. The answer is clear with appropriate use of terminology.	6–5	
		2	Some aspects of the cognitive interview are described but detail is lacking. The answer lacks clarity in places.	4–3	
	1 At least one aspect of the cognitive interview is described but information is very limited. The answer is vague/muddled.				
		0	No creditable content.		AO1=6

Question	Part	Marking	guidance		Total marks
02		He show watched asked to particip	nologist investigated the use of the cognitive wed two groups of participants a film. After to d the film, each person was interviewed indi- o answer questions about events in the film. eants were interviewed using a standard inte- alf were interviewed using the cognitive inte-	they had vidually and . Half of the rview and the	6
	Discuss what the psychologist can conclude from the data in Table 1.			he data in	
		Possibl	e answers include:		
		as th	cognitive interview seems to have led to improve ere are nearly twice as many correct answers o ognitive interview condition.		
		in red	cognitive interview has affected slightly the number of incorrect answers is slight ognitive interview condition.		
			cognitive interview has led to a reduction in the tions unanswered.	number of	
			all conclusion is that the cognitive interview is g tive as it led to more information being recalled racy.		
		Level	Description	Marks	
		3	Discussion is detailed and the conclusion is appropriate. The answer is clear.	6–5	
		2	There is some appropriate discussion and/or conclusion but detail is lacking. The answer lacks clarity in places.	4–3	
		1	Discussion/conclusion is very limited. The answer is vague/muddled.	2–1	
		0	No creditable content.		AO3=6

Question	Part	Marking	guidance		Total marks		
03		Explain	two criticisms of the multistore model of me	mory.	6		
		Possibl	e criticisms include:				
			Passive view of the three stores – does not take account of the active nature of memory/ way we use our memory.				
		STM	Oversimplification – evidence of more than a single component in STM (working memory as an alternative); more than one component to long-term memory.				
		reten	Emphasises maintenance rehearsal as the key to long-term retention but evidence shows elaborative rehearsal is more important.				
		reflec	Based on laboratory studies involving artificial tasks which do not reflect the way we use our memories in real life, eg recall of nonsense syllables.				
		Credit o	ther relevant criticisms.				
		For eac	h criticism award marks as follows:				
		Level	Description	Marks			
		3	Criticism is explained in detail. The answer is clear with appropriate use of terminology.	3			
		1 Criticism is briefly presented but there is little or no explanation. The answer is vague/muddled.					
		0	No creditable content.		AO3=6		

Question	Part	Marking guidance			Total marks
04		Describ	e three types of long-term memory.		12
		Explain celebra	how each type might be involved in organisition.	ing a family	
		Content	t:		
		Episodic memory – memory for events in our own lives, personal events that can be tied to time and place (time-stamped), can be put into words (declarative), conscious memory.			
		action	edural memory – memory for physical actions/skn-based, muscle memories, cannot be put into wdeclarative), unconscious.		
		the w	antic memory – memory for facts/concepts/informorld, not tied to time and place, conscious, can be (declarative).		
		Possibl	e applications include:		
		went kind	odic memory – we would need to remember the to a family celebration and what happened, for end food we had, who was invited, what music we time the event started.	example, the	
		invol	edural – we would need to recall and use the phy yed in tidying the house, moving seating and tab aring food, getting dressed, putting up decoration	les,	
		we sh phon	antic – we would need to remember items we ne nop for food; how to get to the shop; people's na e them and invite them; the date of the celebrations.	mes to	
		Level	Description	Marks	
		4	Knowledge of three types of long-term memory is mostly accurate and generally well detailed. Application/explanation is mostly effective. The answer is clear and focused. Specialist terminology is mostly used effectively.	12–10	
		3	Knowledge of three types of long-term memory is evident but there are occasional inaccuracies/omissions. There is some appropriate application/explanation. The answer is mostly clear and organised but occasionally lacks focus. Specialist terminology is mostly used appropriately.	9–7	
		2	Limited knowledge of type(s) of long-term memory is present. Any application/explanation is of limited effectiveness. The answer lacks clarity, accuracy and organisation in places. Specialist terminology is occasionally used appropriately.	6–4	

Total for this section: 30 marks

Question	Part	Marking guidance	arking guidance			
04		very limited. poorly focuse whole lacks and is poorly	of type(s) of long-term memory is Application/explanation is limited, ed or absent. The answer as a clarity, has many inaccuracies organised. Specialist s either absent or inappropriately	3–1	AO2=6	
		0 No creditable	e content.		AO2=6 AO1=6	

Section B: Social psychology

Question	Part	Marking guidance		Total marks
05		Below (A–E) are factors that affect obedience to author Choose which factor A, B, C, D or E matches each des Table 2. Write the appropriate letter in the space next relevant description. Use a different letter for each description.	4	
		A agentic state		
		B legitimacy		
		C locus of control		
		D proximity		
		E social support		
		Table 2		
		Description	Letter	
		Feeling that you can influence events by your own behaviour	С	
		Having colleagues or friends who agree with you	E	
		Believing that an authority figure truly has authority	В	
		Feeling that you are acting on behalf of someone else	Α	AO1=4

Question	Part	Marking guidance	Total marks
06		Peter says he agrees with his friends because he wants to feel part of the group, even when he doesn't really agree with them.	6
		Ali goes to the fitness centre with friends who tell him how important it is to keep fit. He soon becomes very keen on exercise and often goes to the fitness centre on his own.	
		Explain the behaviour of Peter and Ali. Refer to types of conformity and explanations for conformity in your answer.	
		For Peter , award marks as follows:	
		3 marks – an explanation that clearly explains Peter's behaviour with reference to normative influence and compliance.	
		2 marks – an explanation that clearly explains Peter's behaviour with reference to either normative influence or compliance (or an explanation of both that lacks clarity and detail).	
		1 mark – an explanation that is muddled but shows some understanding of either normative influence or compliance.	
		0 marks – no relevant content.	
		Peter: content: this is an example of normative influence – Peter agrees to be part of the norm/not to be different; Peter is showing compliance – says he agrees whilst disagreeing inwardly.	
		For Ali , award marks as follows:	
		3 marks – an explanation that clearly explains Ali's behaviour with reference to informational influence and internalisation.	
		2 marks – an explanation that clearly explains Ali's behaviour with reference to either informational influence or internalisation (or an explanation of both that lacks clarity and detail).	
		1 mark – an explanation that is muddled but shows some understanding of either informational influence or internalisation.	
		0 marks – no relevant content.	
		Ali: content: this is an example of informational influence – Ali is influenced/guided by the information from his friends; Ali shows internalisation – he adopts/takes on the attitudes/beliefs/behaviours of the majority, and goes exercising on his own.	AO2=6

Question	Part	Marking	guidance		Total marks		
07		Describ	e and evaluate Asch's research into conforr	nity.	20		
		Conten	t:				
		comp group answ the e	 Description of Asch's basic study: laboratory experiment, line comparison task – which line is same as 'x'?, participants in groups (approx. 7), all confederates except for real participant, answers given out loud, real participant answers at the end/near the end, 18 trials with 12 critical trials. 				
			ription of findings: 75% of participants conforme; 25% did not conform at all; overall rate was 36				
		effec					
		Credit o	ther relevant content.				
		Evaluat	ion:				
	Research was carried out in 1950s US so findings were affected by the attitudes/norms at the time so may not apply to other cultures (cultural validity) and in other times (temporal validity).						
		same	was highly artificial (judging lines with strangers e may not occur in everyday conforming situation reater/lesser in real-life).	· ·			
		inforr prote	al issues: participants were deceived, they did remed consent, made to feel uncomfortable and sected from harm), may have had the right to with d to stay.	tupid (not			
			r evidence to support Asch's general findings alormity.	oout			
		Credit o	ther relevant evaluation points.				
		Level	Description	Marks			
		4	Knowledge of Asch's research is mostly accurate and generally well detailed. Evaluation is mostly effective. Minor detail and/or expansion of argument is sometimes lacking. The answer is clear and focused. Specialist terminology is mostly used effectively.	20–16			
		3	Knowledge of Asch's research is evident but there are occasional inaccuracies/omissions. There is some effective evaluation. The answer is mostly clear and organised but occasionally lacks focus. Specialist terminology is mostly used appropriately.	15–11			
		2	Limited knowledge of Asch's research is present. Any evaluation is of limited effectiveness. The answer lacks clarity,	10–6			

Total for this section: 30 marks

Question	Part	Marking guidance			Total marks
07			and organisation in places. t terminology is occasionally used ately.		
		Evaluation absent. The has many organised	ge of Asch's research is very limited. In is limited, poorly focused or The answer as a whole lacks clarity, I inaccuracies and is poorly I. Specialist terminology is either This inappropriately used.	5–1	
		0 No credit	able content.		AO3=12 AO1=8

Section C: Psychopathology

Question	Part	Marking guidance	Total marks
08		Give three definitions of abnormality.	3
		1 mark for each of three definitions from the following:	
		Deviation from social norms.	
		Failure to function adequately.	
		Statistical infrequency.	
		Deviation from ideal mental health.	
		Credit other relevant definitions or the above expressed in alternative ways.	AO1=3

Question	Part	Marking	g guidance		Total marks
09		gets ex Next te need to	has a phobia of buses. He avoids going or stremely anxious whenever he sees a bus o rm Ahmed is going to university in a city w o travel on the bus every day. He decides to atic desensitisation to treat his phobia.	n the road. here he will	6
		-	n how a psychologist could treat Ahmed's partic desensitisation.	hobia using	
		Conten	t/application		
		• Ther	apist would train Ahmed in relaxation techniqu	es.	
			apist would work with Ahmed to establish a hie related fears from the least fearsome to the mo	•	
			nple of a likely hierarchy eg picture of a bus, to a bus, riding on a bus.	by bus, walking	
		rema	ed would gradually be exposed to the hierarch aining relaxed starting with least fearsome and a fearsome.	•	
		• If Ah	med shows any fear he would go back to the p	orevious stage.	
			ne will be exposed to the most fearsome bus e being afraid.	experience	
		Level	Description	Marks	
		3	Explanation/application is detailed and appropriate. The answer is clear.	6–5	
		2	There is some appropriate explanation/application but essential detail is lacking (eg reference to relaxation, hierarchy or gradual exposure). The answer lacks clarity in places.	4–3	
		1	Explanation/application is very limited. The answer is vague/muddled.	2–1	
		0	No creditable content.		AO2=6

Question	Part	Marking guidance			Total marks	
10		The psychologist chose to use systematic desensitisation rather than flooding to treat Ahmed's phobia.			3	
		Explain desens				
	 Possible reasons include: Systematic desensitisation is ethically preferred as it is more gradual; it is more gentle and causes less distress. 					
	Whereas flooding is far more rapid; it involves sustained exposure to the object of fear; can cause extreme distress.					
		Credit o				
		Level	Description	Marks		
		3	A reason is explained in detail. The answer is clear with appropriate use of terminology.	3		
		2	A reason is explained but detail is lacking. The answer lacks clarity in places.	2		
		1	A reason is briefly presented but there is little or no explanation. The answer is vague/muddled.	1		
		0	No creditable content.		AO3=3	

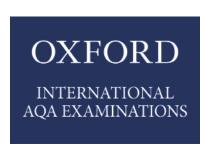
Question	Part	Marking	guidance		Total marks
11.1		Describe the cognitive explanation for depression.			9
		Content:			
		Gene depre			
		Beck negar			
		_	cts of negative thought include – overgeneralisation, ification, selective perception, absolutist thinking.		
		The negative triad – negative thoughts about self, world, future.			
		Ellis's belief conse			
		Attributional style – depressed people make internal, stable and global attributions about negative events.			
		Description of evidence to support cognitive explanations.			
		Credit o			
		Level	Description	Marks	
		3	Knowledge of the cognitive explanation for depression is accurate and detailed. The answer is clear and organised. There is some effective use of specialist terminology.	9–7	
		2	Knowledge of the cognitive explanation for depression is evident but there are occasional inaccuracies/omissions. The answer lacks clarity and organisation in places. There is some appropriate use of specialist terminology.	6–4	
		1	Knowledge of the cognitive explanation for depression is either limited or very limited. The answer lacks clarity and is poorly organised. Specialist terminology is either absent or inappropriately used.	3–1	
		0	No creditable content.		AO1=9

Question	Part	Marking guidance			Total marks
11.2		Evaluat	9		
		Evaluat			
		• Use of	3.		
		Cogn involv	esses		
		• The cogni	ssful		
		Not all depression occurs after an activating event (as Ellis would expect).			
		Cognitive explanation does not explain all aspects of depression, eg anger, delusions in manic depression.			
	 Comparison with other possible explanations eg that depression might be inherited. Credit other relevant evaluation points. 				
	Level Description Marks		Marks		
		3	Evaluation of the cognitive explanation for depression is mostly thorough and effective. The answer is clear and organised. There is some effective use of specialist terminology.	9–7	
		2	Evaluation of the cognitive explanation for depression is evident but lacks effectiveness in places. The answer is lacks clarity and organisation in places. There is some appropriate use of specialist terminology.	6–4	
		1	Evaluation of the cognitive explanation for depression is limited. The answer lacks clarity and is poorly organised. Specialist terminology is either absent or inappropriately used.	3–1	
		0	No creditable content.		AO3=9

GET HELP AND SUPPORT

Visit our website for information, guidance, support and resources at oxfordaqaexams.org.uk You can contact the psychology team directly;

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