

PSYCHOLOGY
SECTION II
Time—50 minutes
2 Questions

Directions: You have 50 minutes to answer BOTH of the following questions. It is not enough to answer a question by merely listing facts. You should present a cogent argument based on your critical analysis of the questions posed, using appropriate psychological terminology. You may plan your answers in this orange booklet, but no credit will be given for anything written in this booklet. **You will only earn credit for what you write in the separate Free Response booklet.**

1. Part A

Steve is in the kitchen happily making breakfast for his four children, who are all playing together in the living room. After hearing a loud crash, Steve becomes quite upset and rushes into the living room, where he sees a lamp shattered on the floor. The children are watching television, and no one is trying to clean up the lamp.

Explain how each of the following relates to the scenario.

- Soundwave amplitude
- Procedural memory
- Diffusion of responsibility
- Dispositional attribution
- Ghrelin

Part B

Instead of asking the children what happened, Steve immediately turns off the television and sends them all outside to rake the large amount of leaves in the backyard. Steve stays irritable for the rest of the day.

Explain how each of the following relates to the scenario.

- Authoritarian parenting style
- Steve’s high level of the Big Five trait of neuroticism

Begin your response to this question at the top of a new page in the separate Free Response booklet and fill in the appropriate circle at the top of each page to indicate the question number.

2. Michael is the regional manager for a car company and needs to give a presentation to the president of the company about how different management styles might relate to the total number of sales of the company’s new electric car. He hires an industrial/organizational psychologist to study three stores, each in a different city. Each store’s manager has their own distinct management style:
- In Store A, the manager has a supportive style (open and warm).
 - In Store B, the manager has a strict style (rigid and severe).
 - In Store C, the manager, who is Michael’s good friend, has a distant style (permissive and disengaged).

The number of electric cars sold at each store over a five-month period is shown in the table.

	ELECTRIC CARS SOLD BY STORE		
Month	Store A (supportive style)	Store B (strict style)	Store C (distant style)
January	9	7	3
February	7	8	2
March	9	5	5
April	5	3	4
May	5	2	1

- Explain why this study is not a true experiment.
- Identify the implied dependent variable for the study if the study had been a true experiment.
- Calculate the mean of Store B’s sales.
- Explain why the location of the store is a confounding variable in this study.
- Explain how the halo effect could influence Michael’s interpretation of the findings.
- Explain why the hiring of an industrial/organizational psychologist was appropriate for this study.
- Explain how Michael could use positive reinforcement to help him finish his presentation by the deadline.

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STOP

END OF EXAM

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1. Part A

Jordan recently moved to a new school for her senior year of high school, and she has been adjusting to her new environment.

Explain how each of the following relates to Jordan’s adjustment to her new school.

- Spotlight effect
- Cognitive map
- Jordan’s low level of the Big Five trait of extraversion

Part B

Jordan tries out for and makes the debate team. Jordan has made friends with other members of the team, and she really enjoys sitting with them at lunch every day. The coach is impressed with Jordan’s debate skills, so he makes her captain of the team. When Jordan starts to help the coach plan for the next big debate, her friends stop sitting with her at lunch. She then stops helping the coach plan for the next debate but ends up winning it.

Explain how each of the following concepts relates to the scenario.

- Negative punishment
- Formal operational stage of cognitive development
- Actor-observer bias concerning Jordan’s debate performance
- Jordan’s high level of self-efficacy

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2. Mobile Gamer Central (MGC) is preparing to launch a new game app. The advertisements for this new game are brightly colored, have lively music, and feature celebrities playing the game. To generate interest in the game, MGC pays to have these advertisements pop up multiple times while people are using other apps on their phone. The marketing director is pleased with the advertising campaign and thinks the game is really fun to play.

Part A

Explain how each of the following concepts relates to the scenario.

- Peripheral route to persuasion
- False consensus effect
- Mere-exposure effect

Part B

After a few weeks with moderate success, MGC’s marketing director decides to test the most effective ways to increase sales of the game. Marketing researchers recruit 100 people to play the new game. They randomly assign half of the people to observe someone demonstrating how the game is played and assign the other half of the people to play the video game themselves. Participants rate how likely they are to buy the game on a scale of 1 (not likely) through 10 (very likely). Results are presented in the table.

Participants’ Rating	Observed Game Demonstration (<i>n</i> = 50)	Personally Played Game (<i>n</i> = 50)	<i>p</i> value
Mean	6 . 31	2 . 04	< 0 . 001
Standard Deviation	1 . 25	0 . 80	

- Identify the operational definition of the dependent variable in the study.
- Explain what the difference between the standard deviations in the study indicates.
- Explain why random assignment is necessary for determining cause and effect in the study.
- Explain what the *p* value allows MGC to conclude about the study.

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STOP

END OF EXAM