

AS PSYCHOLOGY CORE STUDIES EXAM



HOW TO DO WELL IN SECTION C
QUESTIONS

A) Outline one assumption of the Cognitive Approach (2)

- **‘Assumption’** refers to what the Cognitive approach assumes *influences* behaviour
- **Description** must be *detailed, accurate,* and *well-expressed*
- You could refer to:
 - **Internal processes** (memory, language, thinking, problem-solving)
 - **Machine/Computer-like analogy**

b) Describe how the cognitive approach could explain eyewitness testimony (4)

- Answer must be *accurate & well-expressed*
- *Elaborate*: Give *specific example/detail*
- Use *psychological terminology*
- Refer to the relevant cognitive process: *memory*
- EWT; inaccurate/often distorted
- Explain why: Eg;
 - types of information that make up memory of complex event
 - effect of leading questions
 - schema theory

c) Describe one similarity and one difference between any cognitive approach studies (6)

- Only give *one similarity* & *one difference*
- Focus on:
 - **Methods of data collection** Eg; observation, experiment, self-report)
 - **Basic conclusions** (eg; in relation to nature-nurture
 - **Other issues** (eg; ecological validity, samples, ethics, etc)
- Difference must be *accurate & elaborated*:
 1. **Identify point** (Both L&P and Baron-Cohen used laboratory experiments.....)
 2. **Give detailed example** from study (eg; in L&P....)
 3. **Comment** (this means that....)

d) Discuss strengths and weaknesses of the approach using examples from any cognitive approach studies (12)

- Give a *good range of points* (2 strengths and 2 weaknesses)
- *Detailed discussion* and *good understanding & organisation*
- Use detailed *supporting examples*
- Again: 1. **Make point** (eg; 'One strength is that it has useful applications.....'.)
- 2. **Give example from study** (eg; 'L&P shows us that when interviewing witnesses the police should avoid leading questions')
- 3. **Comment** (eg; 'In this way the cognitive approach is very useful in improving.....')