



**THE UNIVERSITY OF THE WEST INDIES  
FIVE ISLANDS CAMPUS**

Semester II

**Examinations of April/May 2022**

**Course Code:** PSYC1004  
**Course Title:** INTRODUCTION TO SOCIAL PSYCHOLOGY  
**Date of Assessment:** Wednesday, April 27, 2022  
**Time:** 1:00pm - 3:00pm  
**Duration:** 2 Hours

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**INSTRUCTIONS TO CANDIDATES:**

This paper has 4 pages and 12 questions.

**YOU ARE REQUIRED TO ANSWER ALL QUESTIONS.**

**THIS ASSESSMENT IS WORTH 60 % OF YOUR FINAL GRADE.**

**ASSIGNMENT DETAILS FROM INSTRUCTORS:**

This exam comprises of two sections and accounts for 60% of your final grade. Please read the questions carefully.

Answer **ALL** questions in **Section A** and **One (ONLY)** Question from **Section B**

**Please pay attention to the principles of academic integrity discussed in this course.  
Good luck!**

**PLEASE TURN OVER**



**SECTION B**

**ANSWER ONE (1) ONLY, OF THE FOLLOWING QUESTIONS  
(THIS SECTION IS WORTH 30 MARKS)**

**INSTRUCTIONS**

**Please read the questions carefully and select ONE (1) that you can give your best performance. Then, read that question again carefully, making sure that you identify the parts and understand what each part is asking you to do. Then, using ANY of the essay development approaches that you know, logically develop and fully answer the question.**

1.
  - a). What is social psychology? Is it a scientific discipline or is it based on commonsense? Discuss. **(8 marks)**
  - b). Identify and briefly describe two major themes in the field of social psychology. **(7 marks)**
  - c). Identify at least one study where deception was used as part of the research design and describe how deception was used in this study? What are the implications of using deception in social psychological research? What are the ethical obligations of the researcher once deception is being used? **(15 marks)**
  
2. Your local community is concerned about the use of marijuana amongst young people. You have been chosen to head to the committee to develop infomercials to address this problem. You are also a student in social psychology and you must draw on what you have learned in class about attitude formation and persuasion.
  - a). Identify the elements of communication and for each, identify 2 things to consider to increase the persuasiveness of your effort. **(12 marks)**
  - b). Using your knowledge of systematic processing and heuristic processing, craft your message to address this marijuana problem. Give a brief explanation to your team as to the reason for how the message was crafted. What resistance do you anticipate to this message? **(18 marks)**

**PLEASE TURN OVER**