



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

Semester II

Examinations of APRIL/MAY 2023

Course Code: PSYC1004

Course Title: INTRODUCTION TO SOCIAL PSYCHOLOGY

Date of Assessment: May 08, 2023

Time: 4:00 PM

Duration: TWO (2) HOURS

INSTRUCTIONS TO CANDIDATES:

This paper has 5 pages and 12 questions.

THIS EXAM COMPRISES 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

YOU ARE REQUIRED TO ANSWER 7 QUESTIONS

Please pay attention to the principles of academic integrity discussed in this course.

Good luck!

Section A

SHORT ANSWERS: ANSWER ALL THE QUESTIONS IN THIS SECTION

(This Section is worth 30 Marks)

1. What is automatic thinking? Cite an example to show its impact on social behaviour **(5 marks)**
2. **Identify** any two social psychological concepts. **Apply** these concepts to explain your observations pertaining to partisan politics, to some of your friends. **(5 marks)**
3. Gender is a very important aspect of our self-concept. What is gender and show three ways in which gender impacts our self-concept. **(5 marks)**
4. What are attitudes and to what extent do they predict behaviour? Use an example to support your answer. **(5 marks)**
5. What is pro-social behaviour? Identify and briefly explain one theory of prosocial behaviour **(5 marks)**
6. Describe the social comparison theory. When are people most likely to engage in social comparison, with whom do they tend to compare themselves, and what is the likely impact on their self-esteem **(5 marks)**

SECTION B

ANSWER ONE (1) OF THE FOLLOWING QUESTIONS

(This section is worth 30 marks)

INSTRUCTIONS

Please read the questions carefully and select the ONE (1) that you can give your best performance. Then, read that question again, carefully making sure that you identify the component parts and understand what is required for each part. Then, using any of the essay development approaches that you know, logically develop and fully answer the question. Please pay attention to the weighting of the composite parts of each 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 used? **(15 marks)**

2. Your youth group is concerned about marijuana smoking amongst young people in your village. Knowing that you are a social psychology student, they asked you to prepare a talk to convince them to refrain from marijuana use.
 - a). As you prepare your talk, **what are some things** that you would consider to increase the persuasiveness of your message? **Describe** which route to persuasion you would use. **(20 marks)**
 - b). The boys on the block are heavy into their marijuana use, how might they resist your attempts to change their attitude towards marijuana use? **(10 marks)**

3. It has been asserted that current child-rearing practices within the Caribbean encourage the development of aggressive behaviours in children and young people.
- a). How could your knowledge of **social psychological theories and research** on aggression, inform the type of advice that could be given to parents to improve their parenting skills to address the aggressive behaviour of their children? **(15 Marks)**
 - b). Using your knowledge of theory and research on aggression, **examine** how exposure to mass media and social media contribute to violence in our society **(15 marks)**
4. a). **Differentiate** between stereotype, prejudice and discrimination; and with the **help of an example**, show the relationship between them. **(10 marks)**
- b). Here in Antigua and Barbuda and the wider Caribbean, our lives are impacted by many isms: racism, sexism, ‘partisan-ism’, ageism, colourism and so on. **Identify and describe** a social issue or problem in the Caribbean **and discuss** the extent to which stereotypes, prejudice, and discrimination contribute to the problem or issue you identified. **Suggest two ways** the problem or issue can be addressed. **(20 marks)**
5. a) **Explain** how mood and the presence of others can determine whether one receives help in an emergency **(12 marks)**
- b). Volunteerism is necessary to help to address or tackle social problems. **Discuss** some of the factors that may influence one’s decision to volunteer for a community event. **Discuss** why volunteers need to be sensitive to those they are helping. **(18 marks)**

6. a). **Identify and describe** four (4) antecedents to interpersonal attraction. **(10 marks)**
- b). You are invited to give a talk to a group of newlyweds and soon-to-be-married young couples. Using the **Sternberg theory** of love, as well as the **social exchange** and **social equity theories, and the investment mode** as your guide, discuss with them how they can strengthen and maintain their relationship. **(20 marks)**

END OF QUESTION PAPER