



PAN AFRICA CHRISTIAN UNIVERSITY

SCHOOL OF HUMANITIES AND SOCIAL SCIENCES

**END OF SEMESTER EXAMINATION FOR THE DEGREE OF
BACHELOR OF ARTS IN COUNSELING PSYCHOLOGY**

JANUARY – APRIL 2018 SEMESTER

CAMPUS: VALLEY ROAD

DEPARTMENT: PSYCHOLOGY

COURSE CODE: COU1313

COURSE TITLE: SOCIAL PSYCHOLOGY

EXAM DATE: FRIDAY 13TH APRIL 2018

TIME: 5:30PM-7:30PM

INSTRUCTIONS

- This examination script consists of **Five (5)** questions.
- Read all questions carefully before attempting.
- Write your **student number** on the answer booklet provided.
- Answer **Question ONE** and any other **TWO** questions
- Question **one** carries **30** marks
- Question 2-5 carry **15** marks each

QUESTION 1: COMPULSORY

- a) Briefly explain three methods of research in social psychology. (6 marks)
- b) Explain four causes of low self-esteem in our society today. (8marks)
- c) State and explain two main sources of bias in social cognition. (6 marks)
- d) Elaborate five principles of compliance according to (Cialdin, 2006). (10 marks)

QUESTION 2

- a) Aggression is the intentional infliction of pain on others. Discuss any tow theories of aggression (5 marks)
- b) Describe the bystander effect including the five crucial stages. (10 mar

QUESTION 3

- a) Demonstrate four ways in which behavior determine attitudes (8 marks)
- b) Explain two factors that determine conformity. (7 marks)

QUESTION 4

- a) In Kenya today most marriages end in divorce or separation. Explore five causes of marital discord (10 marks)
- b) Describe three causes of prejudice in our society today. (5 marks)

QUESTION 5

- a) Some people lie to avoid hurting others feelings to conceal their real feelings or reactions, to avoid punishment for misdeeds. Discuss two ways in which we can identify lies when they occur. (5marks)
- b) Many factors play a role in determining whether and to what extent specific people engage in prosocial actions. Explain any five factors. (10 marks)

COU 1313 MARKING SCHEME – EVENING

a) Question 1

Briefly explain three methods of research in social psychology (6 marks)

Systematic observation-this is a method in which behavior is systematically observed and record. It is observation accompanied by careful, accurate measurement. **Survey method**-this is where a large number of people answer questions about their attitudes or behavior.it is used for several purposes for example to measure attitudes towards specific issues, to find out how voters feel about various political candidates and even to asses students reactions to professors. **Correlation**- is a method in which a scientist systematically observes two or more variables to determine whether changes in one are accompanied by changes in the other. For example people who drive new, expensive cars tend to be older than people who drive old, inexpensive cars or that when interest rates rise, the stock market often falls. When two vents are related in this way they are said to be correlated or that a correlation exists between them. **Experimental method**- a method of research in which one or more factors (the independent variable e.g. CBT) are systematically changed to determine whether such variations affect one or more other factors (dependent variable e.g. depression).

b) Self – esteem is the degree to which we perceive ourselves positively or negatively and is a crucial goal for which we should thrive, explain three causes of low self-esteem in our society today (6 marks)

Past experience-if we have failed frequently or belittled often it is easy to conclude “am no good, look at what people think of me, look how I mess things up”. **Parent – child relationship** –our self-esteem is formed during the early years, but inferiority comes when parents; criticize, shame, reject and scold repeatedly set unrealistic standards and goals, express expectation that you will fail, punish repeatedly and harshly, overprotect or dominate your life so that later you fail when forced to be on your own. **Unrealistic expectations**-as we grow up, most of us develop expectations for the future and ideal that we would like to attain. When this expectations and ideals are unrealistically high we have set ourselves up for failure and for the feelings of inferiority that often follow. **Community influences**-the emphasis that a persons’ worth depends on one’s intelligence, physical attractiveness, education, money, power, and achievement

Question 2

a) Aggression is the intentional infliction of pain on others. Describe three theories of aggression (6 marks)

- i. Instinct theory and evolutionary psychology: Freud speculated that human aggression springs from a self-destructive impulse. It redirects toward others the energy of a primitive death urge (the “death instinct”). Lorenz, an animal behavior expert, saw aggression as adaptive rather than self-destructive. The two agreed that aggressive energy is instinctive (unlearned and universal). If not discharged, it supposedly builds up until it explodes or until an appropriate stimulus “releases” it.
- ii. Aggression as a response to frustration: Frustration is anything (such as the malfunctioning vending machine) that blocks our attaining a goal. Frustration -the blocking of goal-directed behavior. Frustration grows when our motivation to achieve a goal is very strong, when we expected gratification, and when the blocking is complete.
- iii. Social learning theorist He believes that we learn aggression not only by experiencing its payoffs but also by observing others. As with most social behaviors, we acquire aggression by watching others act and noting the consequences.

b) Describe the bystander effect including the five crucial stages. (6 marks)

The finding that as the number of bystander’s increases, the likelihood of any one bystander helping decreases and more time passes before help does occur.

- i. First it is necessary for the bystander to pay attention and be aware that an unusual event is occurring.
- ii. Second, the bystander must correctly interpret the situation as an emergency
- iii. Third, the bystander must assume responsibility to provide help.
- iv. Forth, the bystander must have the required knowledge and skills to be able to.
- v. Fifth , the bystander must decide to act.

Question 3

a) We are likely not only to think ourselves into action but also to act ourselves into a way of thinking .Demonstrate three ways in which behavior determine attitudes (6 marks).

- i. Role playing -The actions prescribed by social roles mold the attitudes of the role players. The career you chose will affect not only what you do on the job

but also your attitude. Self-conscious acting may diminish as the actor becomes absorbed into the role and experiences genuine emotions.

- ii. Saying becomes believing-he who permits himself to tell a lie once finds it much easier to do it a second and third time until it becomes habitual. This falsehood of the tongue leads to that of the heart.
- iii. Foot in the door phenomenon-reveals that committing a small act (for example ,agreeing to do a small favor) later makes people more willing to do a large one.
- iv. Interracial behavior and racial attitudes: If moral action feeds moral attitudes, will positive interracial behavior reduce racial prejudice—much as mandatory seat belt use has produced more favorable seat belt attitudes. Following the Supreme Court decision, the percentage of White Americans favoring integrated schools jumped and now includes nearly everyone. More uniform national standards against discrimination were followed by decreasing differences in racial attitudes among people of differing religions, classes, and geographic regions. As Americans came to act more alike, they came to think more alike.
- v. Social movements: Political and social movements may legislate behavior designed to lead to attitude change on a mass scale. Our political rituals—the daily flag salute by school children, singing the national anthem—use public conformity to build private allegiance

b) Many factors determine whether and to what extent conformity occurs. Explain three factors (6 marks)

- Cohesiveness: degree of attraction felt by an individual toward some group, the more we value being a member of a group and want to be accepted by other members, the more we want to avoid doing anything that will separate us from them. group size: conformity increases with group size of between eight members and beyond. Unanimity-People conform when faced with the unanimous reports of three or more or more attractive.-High status-High status people tend to have more impact, for example the president, well dressed marketer etc. Public responses : People conform when their responses are public (in the presence of the group) than when they write their answers publicly. No prior commitment : When there is no prior commitment it is easier to yield to social pressure .

Question 4

a) Name and explain two main sources of bias in social cognition (6 marks)

Negativity bias- is a tendency to be highly sensitive to negative stimuli or information. e. g. the person is pleasant, friendly and people recognize negative facial expression than positive facial expressions. **Optimistic bias** on the other hand

is a powerful predisposition to expect things to turn out well overall; most people believe that they are more likely than others to experience positive events and less likely to experience negative events.

b) Elaborate three principles of compliance according to Cialdin,1994,2006) (6 marks)

Friendship liking: In general, we are more willing to comply with requests from friends or from people we like than with requests from strangers or people we don't like. **Commitment consistency:** Once we have committed ourselves to a position or action, we are more willing to comply with requests for behaviors that are consistent with this position or action than with requests that are inconsistent with it.

Scarcity: In general, we value, and try to secure, outcomes or objects that are scarce or decreasing in their availability. As a result, we are more likely to comply with requests that focus on scarcity than with ones that make no reference to this issue. **Reciprocity:** We are generally more willing to comply with a request from someone who has previously provided a favor or concession to us than to oblige someone who has not. In other words, we feel compelled to pay people back in some way for what they have done for us. **Social validation:** We are generally more willing to comply with a request for some action if this action is consistent with what we believe persons similar to ourselves are doing or thinking. We want to be correct, and one way to do so is to act and think like others. **Authority:** In general, we are more willing to comply with requests from someone who holds legitimate authority – or who simply appears to do so

Question 5

a) In Kenya today most marriages end in divorce or separation. Explore three causes of marital discord (6 marks)

Social disapproval of the relationship by others, infidelity, financial instability, sexual dissatisfaction, poor communication and disciplining the children, unmet expectation, roles, friends, schedules/lack of quality time etc.

b) Describe three causes of prejudice (6 marks)

Threat to self-esteem-When an event threatens our perceptions of our group's values, we may retaliate by derogating the source of the threat. Perceiving a threat to our group can lead us to identify more with our in group. By putting down members of another group, we can affirm our own comparative value and such prejudice may be most strongly expressed when threat is experienced.

Competition for resources as a source of prejudice-Things that people want like good job, nice homes are in short supply. If one group gets them one group can't. As competition escalates the members of the groups involved will come to view each other in increasingly negative terms. They can label each other as enemies, view

own group as superior, draw the boundaries between them and their opponents more firmly and under may come to see the opposing group as not even human.

Role of social categorization: the Us-versus-them effect-Once the social world is divided into us and them, it takes on emotional significance. People in the us category are viewed in more favorable terms where as those in the them category are perceived more negatively

Question 6

a) With examples discuss the concept of gender stereotype

(2marks)

Gender stereotypes are beliefs about the different attributes that males and females possess. For example women are stereotyped as high on warmth dimensions but low on competence, dependent, weak and overly emotional, whereas men are viewed as possessing the revers e.g. decisive, assertive and accomplished but aggressive, insensitive and arrogant.

b) Many factors play a role in determining whether and to what extent specific people engage in prosocial actions. Explain five factors (10 marks)

Empathy-Altruism: it feels good to help others.

Empathy is the capacity to be able to experience others emotional states, feeling sympathetic toward them and taking their perspective. This proposes that because of empathy we help those in need because we want their plight to end and also because it feels good to do so .**Negative state relief:** sometimes, helping reduces unpleasant feelings. This model proposes that people help other people to relieve and make less negative their own emotional discomfort. This will help improve our negative mood. **Empathic joy:** helping as an accomplishment. These hypothesis bases helping on the positive feelings of accomplishment that arise when the helper knows that they were able to have a beneficial I impact on the person in need.

The competitive altruism theory: It suggests that we help others as means of increasing our own status and reputation-and so reaping large rewards in the future. e. g. being named after a university you donated money to, being treated nicely .

Kinship selection theory: helping ourselves by helping people who share our Genes This theory suggests that we help others who are related to us because this increases the likelihood d that our gens will be transmitted to future generation. Sometimes people help people who are not related because if we help them they help us, so we do ultimately benefit and our chances of survival ae increased.

Question 7

a) **Some people lie to avoid hurting others feelings to conceal their real feelings or reactions, to avoid punishment for misdeeds. How can we identify lies when they occur.** (6 marks)

- i. Micro-expressions: these are fleeting facial expressions lasting only a few tenths of a second. Such reactions appear on the face quickly after an emotion-provoking event and are difficult to suppress. As a result they can be quite revealing about others true feelings or emotions. if you ask someone if they like something you bought then you see a frown followed by a smile that person is lying.
- ii. Inter-channel discrepancies: e.g. facial expression and body movement. These are inconsistencies between nonverbal form different channels.
- iii. Eye contact: people who are lying often blink more often and show pupils that are more dilated. Others fake by looking others right in the eye.
- iv. Exaggerated facial expression: they may smile more-or more broadly –than usual or may show greater sorrow than is typical in a given situation. E.g. someone says no to a request you have made and then shows exaggerated regret.

b) **Compassionate love differs from passionate love. Justify** (6 marks)

Passionate love involves an intense and often unrealistic emotional reaction to another person. It often begins as an instant, overwhelming, surging, all-consuming positive reaction to another person- a reaction that feels as if its beyond your control, like unpredictable accident.it often occurs suddenly, as captured by the saying “falling head over heels in love” a person in love is preoccupied with the loved one and can think about little else. Passionate love includes strong emotional arousal, the desire to be physically close and intense need to be loved as much as you love the other person. One needs to learn about love , An appropriate love object must be present, Individual must be in a state of physiological arousal that can then be interpreted as the emotion of love and **Compassionate love** is the affection we feel for those with whom our lives are deeply entwined. It is based on an extremely close friendship in which two people are sexually attracted, have a great deal in common, care about each other’s wellbeing and express mutual liking and respect. It is able to sustain a satisfying and lasting relationship.