THE UNIVERSITY OF THE WEST INDIES

EXAMINATIONS OF APRIL/MAY 2011

CODE AND NAME OF COURSE: PSYC3013 CONTEMPORARY ISSUES IN SOCIAL PSYCHOLOGY

DATE AND TIME: DURATION: 2 HOURS

INSTRUCTIONS TO CANDIDATES: THIS PAPER HAS 2 PAGES, 2 SECTIONS AND 9 QUESTIONS. ANSWER ALL QUESTIONS IN SECTION A AND ONE QUESTION IN SECTION B.

SECTION A

SHORT ANSWERS: ANSWER ALL THE QUESTIONS IN THIS SECTION. This section is worth 35 marks.

1. Define impression management? Identify and explain two ways people manage their first impressions in job interviews. Give an example of how a person’s behaviour during the interview could influence whether or not they obtain a job. (8 marks)

2. Identify and describe two errors in social cognition. Does the existence of errors in social cognition suggest that people have poor critical-thinking skills? (6 marks)

3. Explain prejudice favouring attractive persons. Does physical attraction really determine your life chances? (6 marks)

4. Describe three ways online social networks assist in the development and maintenance of interpersonal relationships. (9 marks)

5. Define terrorism. Using information from research articles read, identify and explain two factors that cause people to commit terrorist acts. (6 marks)

SECTION B

ANSWER ONLY ONE (1) OF THE FOLLOWING QUESTIONS. Each question is worth 25 marks.

Question 6

a) Define prosocial behavior and altruism. (4 marks)

b) Examine three psychosocial factors that influenced helping behavior during a natural disaster. Use examples of helping during recent natural disasters to support your response (e.g.
2010 Hurricane Tomas, 2010 Haiti Earthquake, 2011 Earthquake and Tsunami in Japan. (15 marks)

c) Define mandatory volunteerism. Using your knowledge of theory and research on prosocial behavior and persuasion, examine how mandatory volunteerism can be used to encourage persons to provide help during natural disasters. Consider formal help in the form of working with District Emergency Organizations or informal help in the form of helping neighbours in their community. (6 marks)

Question 7

a) What is prejudice and discrimination? Using your knowledge of theory and research read on the ‘Unrest in the Middle East’, identify and describe three aspects of prejudice and discrimination in that region. (13 marks)

b) Using your knowledge of learning theory, examine how the media coverage of the ‘Unrest in the Middle East’ potentially influences the violence and discrimination occurring in the region. (6 marks)

c) How can we use Stanley Milgram’s classic study to understand the role of obedience and compliance in the violent aggressive behavior enveloping the Middle East. (6 marks)

Question 8

a) Identify and explain three psychosocial factors that may predispose individuals to develop ONE of the following chronic non-communicable diseases: hypertension, diabetes, obesity, cancer or heart disease. (12 marks)

b) Identify and describe one technique of attitude or behaviour change that can be used to help people modify characteristics or behaviours that put them at risk for the disease addressed in part a) above. (7 marks)

c) Examine two ways social support can be used to help the victim cope with the stressful demands of diagnosis and treatment of the disease addressed in part a) and b) above. (6 marks)

Question 9

a) Using theory and research on interpersonal attraction, examine the role that physical attraction, similarity and proximity play in mate selection among young adults. (9 marks)

b) Examine the role attachment styles play in helping us to understand intimate relationship formation among young adults. (8 marks)

c) Using your knowledge of factors that influence interpersonal attraction and close relationships, explain two factors that might help a couple to maintaining a satisfying intimate relationship. (8 marks)

END OF QUESTION PAPER