## AP Psychology

Free-Response Questions Set 1

## PSYCHOLOGY SECTION II

## Time—50 minutes

## 2 Questions

**Directions:** You have 50 minutes to answer BOTH of the following questions. It is not enough to answer a question by merely listing facts. You should present a cogent argument based on your critical analysis of the questions posed, using appropriate psychological terminology. You may plan your answers in this orange booklet, but no credit will be given for anything written in this booklet. **You will only earn credit for what you write in the separate Free Response booklet.** 

1. Rayce is exploring the idea of using online videos to sell his line of custom-made skateboards. While his friend is making a video of him performing tricks at a local skate park, a large crowd forms to watch. Each time Rayce successfully completes a trick, the crowd loudly applauds and yells, showing their approval.

Part A

Explain how each of the following relates to Rayce's skateboarding while the crowd is watching him.

- Vestibular sense
- Social facilitation
- Incentive theory

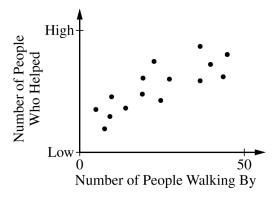
Part B

Later, Rayce puts the video of himself online, complete with bright graphics and fast-tempo music. He quickly gains new customers for his business by allowing people to try his skateboard free for an hour. Explain how each of the following relates to the effectiveness of this sales campaign.

- Divergent thinking
- Peripheral route to persuasion
- Reciprocity norm
- Mere-exposure effect

Begin your response to this question at the top of a new page in the separate Free Response booklet and fill in the appropriate circle at the top of each page to indicate the question number.

© 2022 College Board. Visit College Board on the web: collegeboard.org. 2. Dr. Germanotta hypothesized that the more witnesses there are to a crime, the less likely any one witness will help. She collected data on the number of people who helped someone in distress and the number of people walking by at that particular time. Dr. Germanotta found the following statistically significant results.



Part A

- Explain how the data presented in the graph above support or do not support Dr. Germanotta's hypothesis.
- Identify the statistical measure that Dr. Germanotta would use to assess the strength of the relationship between variables.
- Explain how the third variable problem could influence the results.

Part B

Dr. Germanotta decides to conduct an experiment to test whether the number of people present during a staged emergency situation will influence helping behavior.

• Identify the independent variable in this study.

Part C

Explain how each of the following is related to helping behavior.

- Internal locus of control
- Modeling
- Approach-avoidance conflict

Begin your response to this question at the top of a new page in the separate Free Response booklet and fill in the appropriate circle at the top of each page to indicate the question number.

**STOP** 

**END OF EXAM**