

UNIVERSITY OF BOLTON
SCHOOL OF EDUCATION AND PSYCHOLOGY
PSYCHOLOGY PATHWAYS
SEMESTER 1 EXAMINATION 2019/20
COGNITIVE PSYCHOLOGY
MODULE NO: PSC5004

Date: Monday 13th January 2020

Time: 10.00 – 1.00 (3 hours)

INSTRUCTIONS TO CANDIDATES:

Candidates are advised that the examiners attach importance to legibility of writing and clarity of expression. **YOU ARE STRONGLY ADVISED TO PLAN YOUR ANSWERS.**

There are 20 questions on this paper. Answer 6 questions.

SECTION A

Answer **ONE** question from **EACH** of parts (a) to (d). This section accounts for **20%** of the total marks.

SECTION B

Answer **ONE** question. This section accounts for **40%** of the total marks.

SECTION C

Answer **ONE** question. This Accounts for **40%** of the total marks.

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SECTION A – Short answer questions.

Answer ONE question from EACH of Sections (a) to (d)

(a) IMAGERY

1. Briefly explain how images can be used to aid memory. Include relevant examples to support your answer.
2. Briefly explain how analogue codes differ from symbolic codes as described in Paivio's (1969) dual code theory.
3. What do mental rotation tasks suggest in relation to theoretical perspectives on imagery?

(b) LANGUAGE

4. Why was Chomsky's work considered important in the development of cognitive psychological accounts of sentence comprehension?
5. Briefly outline 3 types of inferences that are used in discourse comprehension.
6. What are the main stages of speech production, as outlined by cognitive psychologists?

(c) ATTENTION

7. Describe Lavie's Theory of Perceptual Load.
8. Outline the differences between automatic and controlled processing using Schneider and Shiffrin's theory.
9. Explain the Flicker Paradigm in terms of perceptual processing.

(d) COGNITION AND EMOTION

10. Give one example of how emotions can affect decision-making.
11. Describe the notion of 'mood congruent memory'.
12. Describe the main difference between emotional response and emotional experience.

PLEASE TURN THE PAGE

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SECTION B

Answer ONE question from this section

13. Outline and evaluate the proposal that visual imagery processing is analogous to visual perception processing. Include relevant research to support your answer.
14. Different problem types require different problem strategies. Discuss this proposal and include relevant problem types and strategies used in psychological research.
15. The use of garden path sentences may provide support for models of cognitive processes involved in sentence comprehension. Outline and evaluate this proposal, including relevant research and models to support your answer.
16. Speech error evidence can support theoretical accounts of speech production. Outline and evaluate this proposal, including relevant research and models to support your answer.

SECTION C

Answer ONE question from this section

17. The concept of Working Memory is based on a non-unitary model of memory. Discuss the evidence that supports the idea of a Working memory with multiple components.
18. Evaluate the advantages and disadvantages of early selection and late selection theories of attention.
19. Discuss how cognitive load theories (e.g. Lavie's Perceptual Load Theory) can contribute to a more comprehensive understanding of Attention.
20. Including examples from two distinct cognitive processes (i.e. Memory and Attention), discuss how emotions can have an influence on cognition.

END OF QUESTIONS