

UNIVERSITY OF BOLTON
SCHOOL OF EDUCATION AND PSYCHOLOGY
PSYCHOLOGY PATHWAYS
TRIMESTER 1 EXAMINATIONS 2021/2022
COGNITIVE PSYCHOLOGY
MODULE NO: PSC5004

Date: Monday 10th January 2022

Time: 10.00am – 1.00pm

INSTRUCTIONS TO CANDIDATES:

There are 20 questions on this paper.

Answer 6 questions.

All questions within each section carry equal marks.

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 section accounts for 40% of the total marks.

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SECTION A – Short answer questions.

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

(a) IMAGERY

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

(b) LANGUAGE

4. As outlined by cognitive psychologists, what are the main stages of speech production?
5. Grice (1975) proposed 4 maxims of conversation structure. Name and briefly describe each of these.
6. Brain imaging, and behavioural studies demonstrate that the perception of language is multisensory. Briefly describe what is meant by this.

(c) ATTENTION

7. Describe Lavie's Theory of Perceptual Load.
8. Explain the Flicker Paradigm in terms of perceptual processing.
9. What is meant by the notion of an attentional bottleneck?

(d) PERCEPTION

10. There are 8 Gestalt principles of visual organisation, name and briefly describe 4 of these.
11. With regards to visual perception, what is meant by top-down processing and bottom-up processing?
12. V1 in the visual cortex displays Retinotopic mapping, what is meant by this?

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SECTION B

Answer ONE question from this section

13. Compare and contrast at least TWO theories of visual object recognition.
14. Outline and evaluate research evidence that suggest processing similarities between visual perception and visual imagery.
15. Evaluate how speech errors have been used to support theoretical accounts of speech production. Incorporate relevant research to support your answer.
16. Outline and evaluate how garden path sentences may provide support for models of cognitive processes involved in sentence comprehension.

SECTION C

Answer ONE question from this section

17. Evaluate the ability of early selection and late selection models of Attention in accounting for the influence of unattended information on behaviour.
18. Using experimental evidence, evaluate the notion of a Working Memory model with multiple components.
19. Discuss how amnesia supports a view of Long-term Memory as consisting of separate memory systems.
20. Including relevant examples from the literature, compare and contrast two different types of problem-solving strategies.

END OF QUESTIONS