UNIVERSITY OF BOLTON

SCHOOL OF EDUCATION AND PSYCHOLOGY

PSYCHOLOGY PATHWAYS

SEMESTER 1 EXAMINATIONS 2022/2023

COGNITIVE PSYCHOLOGY

MODULE NO: PSC5004

Date: Monday 9th January 2023   Time: 10.00am – 1.00pm

INSTRUCTIONS TO CANDIDATES:

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

SECTION A
Answer **TWO** questions from section A1 and **TWO** questions from section A2 (four questions in total) 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.

All questions within each section carry equal marks.

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Education and Psychology
Psychology Pathways
Semester 1 Examination 2022/202
Cognitive Psychology
Module No. PSC5004

SECTION A – Short answer questions.
Answer TWO questions from section A1 and TWO questions from section A2

Section A1

1. Chalmers (1995) posited two problems in consciousness research – the 'easy' and 'hard' problems. Briefly explain what each of these problems are.

2. Within visual transduction briefly explain the different functions of rod and cone cells.

3. With regards to visual perception, what is meant by top-down processing and bottom-up processing?

4. Briefly explain how functional equivalence supports analogue theories of visual imagery.

5. Briefly explain how interacting images can help aid memory.

6. Name and briefly describe Grice's (1975) 4 maxims of conversational language.

Section A2

7. How can perceptual load contribute to understanding the selection criteria in models of attention?

8. Briefly explain what performance on congruent and incongruent conditions of The Stroop Task suggest about attention.

9. Explain the Flicker Paradigm in terms of perceptual processing.

10. What is meant by the notion of an attentional bottleneck?

11. In terms of levels of processing, what is the main difference between early and late-selection?

12. Briefly, how can the Cocktail Party Effect be explained?

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SECTION B
Answer ONE question from this section

13. Using relevant empirical evidence compare and contrast two theories of visual object recognition.

14. Using relevant research compare and contrast the analogue and propositional theories of visual imagery.

15. Incorporating relevant supporting research, evaluate how speech errors have been used to support theoretical models of speech production.

16. Using relevant research, outline and evaluate how Garden Path sentences provide support for models of cognitive processes involved in sentence comprehension.

SECTION C
Answer ONE question from this section

17. Using empirical evidence, discuss the notion of a non-unitary Working Memory model.

18. Compare and contrast the ability of early- and late-selection theories of attention to account for subliminal priming.

19. Using evidence from the study of Amnesia, discuss the view that Long-term Memory consists of separate memory systems.

20. Evaluate the efficacy of problem-solving strategies in the context of different types of problem.

END OF QUESTIONS