

ANSWER BOOKLET
LIVRET DE RÉPONSES
CUADERNILLO DE RESPUESTAS



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4 PAGES / PÁGINAS

At the start of each answer to a question, write the question number in the box / Au début de chaque réponse à une question, écrivez le numéro de la question que vous allez traiter dans la case prévue à cet effet. / Al comienzo de cada respuesta, escriba el número de pregunta en la casilla.



Example
 Exemple
 Ejemplo

27

27

Example
 Exemple
 Ejemplo

3

3



1

Localisation of function is the theory that specific psychological functions are located in a corresponding part of the brain. There is weak localisation, meaning that functions may be dominant in a certain brain area, but that these functions can also be done by other brain areas. The alternative to this is strict localisation, which is the belief that for every function there is a one-to-one relationship with a brain area. One study, which investigated lateralisation was carried out by Sperry and Gazzinga. Lateralisation is a specific ~~part~~ type of localisation, which aims to map functions to a specific brain hemisphere. The study used 6 patients, which underwent a novel treatment for ~~epilepsy~~ epilepsy, where the corpus callosum was cut and communication between brain hemisphere was inhibited. An experiment was carried out, where visual stimuli were presented to only one half of the visual field, corresponding to the opposite brain hemisphere. In the experiment, participants were asked to articulate - either verbally or physically, by using letter blocks, what they are currently seeing. Participants were struggling to articulate words presented to their right hemisphere, although some limited ability was ~~present~~ present.

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Stimuli presented to the left hemisphere could be articulated without a problem. This showed that both speech production and comprehension is dominant in the left hemisphere and that it is weakly localised to the left hemisphere.

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2

Reconstructive memory is ^{the idea} ~~a~~ that memory retrieval is an active process, which requires active thinking and reconstructing to retrieve information about past events. ~~This~~ ~~includes~~ This means, that contextual information or missing details about past events may be filled in by pre-existing schemas or even misleading post-event information. One study, which investigated the role of misleading past event information on memory recall was carried out by the famous researchers Loftus and Palmer. The study was conducted in two separate steps. First of all, an experiment was used, where participants were asked in a lab-setting, how fast ~~two~~ vehicles were driving just before the accident, which was shown in a video. The researchers used different verbs in their leading questions, which had varying emotional strength. For example, the word "contacted", ~~would~~ sounds like a less severe accident, compared to the word "smashed". The speed estimates also responded to this pattern and for the word "contacted", the low estimate of 21 mph was given on average, while for the word "smashed", a significantly higher speed estimate of 31 mph was given on average. To ensure that these findings were due

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to an actual change in memory, opposed to response bias, the researchers extended their study and used another experiment, where participants were asked if they saw broken glass in the accident video clip. This time, again an independent groups design was used and there was one control group, which did not have a ~~misleading~~ misleading question, where the other groups again ~~were~~ were asked misleading questions with either using the verb "hit" or "smashed". The results showed, that in the control group, 12% reported seeing broken glass, 16% in the "hit" group and 32% in the "smashed" group. ~~The~~ In reality, there was no broken glass in the videos, ~~so~~ hence the study ~~now~~ supported the idea that misleading post-event information could have an effect on the reconstructive memory.

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Culture is an evolutionary mechanism, where groups of people formed, in order to be able to survive in a specific environment. Characteristics of a culture, which occur cross-culturally are known as cultural dimensions.

3 One cultural dimension is the value and emphasis put on the group. This means, that there are individualist cultures, which put an emphasis on the individual person, rather than the whole group. ~~On~~ On the contrary, there are collectivist cultures, which put more value on the group as a whole. One study, which investigated this cultural dimension was carried out by Berry et al. Two cultures were

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compared, which were the Temne from Sierra Leone, as well as the Inuit from Northern Canada.

While the Temne are known to be a food-accumulating culture, ~~which depends~~ where members depend on each other, the Inuit are a traditional fishing ~~culture~~, where members would be concerned about their own food. Members from each culture were asked

to participate in the Asch's paradigm experiment, where they would have to make judgement while experiencing pressure from the peer pressure from other members of the same culture. This was done, to test

whether individual participants would show higher of a culture would show higher levels of conformity. The results showed, that the more individualist Inuit culture, on average showed

lower levels of conformity, while the collectivist culture showed significantly higher levels of conformity.

This showed that there is a clear link between behaviour (conformity) and the culture of origin.

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Example
 Exemple 27

27

Example
 Exemple 3

3



4

Pheromones are chemical messengers, which transfer information, such as fertility, gender and sexual attractiveness from one member of a species to another. In animals, the ~~presence of~~ detection of pheromones occurs in the olfactory bulb, which is present in human fetuses, but disappears by birth. ~~This is part~~ This is part of the vestibular organ, which is present in some humans, but missing in others, hence the existence is inconsistent. ~~In humans, there are two putative~~ There are two putative human pheromones, which are androstadienone (AND) and estratetraenol (EST). Both pheromones have been subject of extensive research.

One study, which tested the effect of androstadienone on the perceived attractiveness of men in women was carried out by Lundström and Olsson. The researchers used a 2x2 structured experiment, using heterosexual women as their sample. Participants were either given AND or a placebo, and an interview was then carried out by either a female or a male interviewer. One question assessed the mood of the participants. The study found that the presence of AND increased

- 2 -

the mood of the participants, if the interview was carried out by a man. ~~The researchers~~ ~~concluded~~ ~~from~~ ~~these~~ ~~findings~~, that androstadienone could increase the perceived attractiveness of men in heterosexual women. ~~Although the study was well controlled and operationalised, as a~~ ~~due to a standardised pheromone dose and interview procedure, it is possible to criticise~~ ~~the female only sample, as well as the~~ ~~effects for male participants.~~ men remain. Although the study was well controlled, due to the standardised pheromone dose and the standardised interview procedure, it ~~has been~~ can be criticised for the operationalisation of mood, as different participants perceive and express their own mood differently.

Another study, which tested the existence of human pheromones was carried out by the researchers Hone et al. The study assessed two basic functions of pheromones, which were the signalling of gender, as well as the signalling of sexual attractiveness. The study used a counter-balanced repeated measures design, which experiment, which took place on two consecutive days. The experiment also used method triangulation, as participants had to do two separate tests. ~~The first test was to~~ Before the trials, participants were either asked to smell at a sample of ~~rose oil~~ AND and EST, marked with clove oil, while ~~the other group would~~ in the other trial, the participant would smell at clove oil only. In each trial, participants were

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asked to do two separate tasks. In the first task, participants were asked to state the gender of a sequence of gender-neutral facial morphs, while in the second task, participants had to rate the sexual attractiveness of ~~the~~ person of the opposite sex. Between the trials where AND and EST were given and the control, no significant differences in both tasks could be found. The researchers hence

~~The sample~~ questioned whether AND and EST could be qualified as human phenomena. The sample, which used both male and female participants posed an advantage compared to Lindström and Olsson's study. In addition, the method triangulation, as well as the counter-balanced design also added credibility to Hare et al's findings. In addition, the study used both EST and AND, allowing the findings to cover a broader range of potential human phenomena.

Both studies did not use a double-blind design, and especially for Lindström & Olsson's study, researcher bias is suspected as the researchers were developing a pheromone product, and hence pursuing commercial interests. In ~~add~~ addition, the precise formula for the pheromone was not ~~for~~ published due to ~~the~~ commercial interests, ~~allowing the study~~ which makes the replication of this first study difficult. Both studies used an artificial laboratory experiment, which also results in a poor ecological validity. ~~It~~ Adding to that, very high doses of the pheromones were used, which would never occur in human meat naturally, resulting in a poor overall ecological validity. In ~~the~~ addition to that, the studies showed contradictory results, which cause a poor ~~also~~ internal validity of the research.

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~~used to~~ ~~phenomone~~ done about pheromones. Furthermore, it has been reported that the smell of highly concentrated ~~phenomone~~ pheromones could be noticed, which could cause participant biases such as demand characteristics.*

In conclusion, it can be stated that pheromone research has so far been inconclusive, and however there has not been found any credible evidence ~~of~~ for the existence of human pheromones and their effect on behaviour.

* In addition, the repeated measures experiment by Hare et al, could exclude the possibility of pre-existing differences, that could be present in an independent groups design, such as Lundström et al.

$$2, 4, 4, 3, 2 =$$

$$\begin{array}{r} 15 \\ \hline 22 \end{array}$$