**DEPARTMENT OF PSYCHOLOGY** **SPRING Semester 2022-2023  24 Hours**

 **PSY2001 – Semester Two - SOCIAL PSYCHOLOGY II** **PLEASE READ THE FOLLOWING CAREFULLY BEFORE** **COMMENCING.**

 **Answer BOTH questions on the next page using short and concise answers. Both questions must be answered within the 24 hour deadline.**

**To answer the questions you will need to refer to theories and research that you have been introduced to in the course lectures and core readings. If you have done additional independent reading during the semester, we highly recommend you to integrate this into your answers.**

**The maximum word limit per question is 750 words (1500 words in total). The word limit includes in-text references.**

**Please note that you are NOT expected to spend 24 hours on this exam. You should not spend the full 24 hours answering these questions but aim to allocate time within that 24 hours to complete the exam. The amount of time you actually spend on this task will not be monitored or recorded.**

**Please submit your work as one document to the PSY2001 module site on Blackboard, with your registration number in the title (e.g. PSY2001\_17018888). Please insert and complete a new exam coversheet at the start of each question. This is to make it easier for the markers to find their question.**

**PLEASE TURN OVER**

**Exam coversheets will be available from Blackboard.**

**You do not need to provide a list of references, but theories and previous research mentioned in your answers should be attributed to their authors.**

**You will not be penalised for incorrect formatting for in text references.**

**Answer BOTH of the following questions.**

1. Using what you know about evaluative conditioning, design and describe an advertisement to promote positive attitudes towards a new multivitamin brand.
2. Apply the Prejudiced Norm Theory (Ford & Ferguson, 2004) and empirical research to discuss whether disparagement humour promotes prejudice towards a targeted group.

**END OF QUESTION PAPER**