

ADVERTISING ESSAY PACK

For CAIE A2 Psychology Paper 3

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1 a) Describe what psychologists have discovered about:

- **the Yale Model of Communication, including five features, and**
- **advertising media, including the use of eye-tracking and EEG, with a study. [6]**

Ans.

The Yale Model of Communication, developed by

[REDACTED]

In advertising, print media are seen as informative and credible. Television enables

[REDACTED]

Ciceri et al. investigated differences in attention, emotional response and

[REDACTED]

1 b) Evaluate what psychologists have discovered about:

- **the Yale Model of Communication, including five features, and**
- **advertising media, including the use of eye-tracking and EEG, with a study**

including a discussion about application to everyday life

Evaluation in your answer can include strengths, weaknesses and a discussion of issues and debates. [10]

Ans.

One relevant issue is application to everyday life. The Yale Model has direct practical value because it explains how

[REDACTED]

Another issue is cultural differences. The Yale Model assumes that credibility, attractiveness and message structure

[REDACTED]

A final issue is objective and subjective data. The Yale Model largely uses subjective concepts such as

[REDACTED]

2 (a) Describe the key study on consumer personality and advertising by Snyder and DeBono (1985). [6]

Ans.

Snyder and DeBono investigated whether different advertising styles are more effective for consumers with different personality traits, especially self-monitoring. They distinguished between [REDACTED]

An experiment with two independent variables, advertising type - image-oriented versus quality-oriented; which was manipulated, and [REDACTED]

Results showed that high self-monitors had greater willingness for the [REDACTED]

2 (b) Evaluate the key study on consumer personality and advertising by Snyder and DeBono (1985)

including a discussion about use of self-reports

Evaluation in your answer can include strengths, weaknesses and a discussion of issues and debates. [10]

Ans.

One relevant issue is the use of self-reports. Snyder and DeBono measured self-monitoring using Snyder's

[REDACTED]

A second issue is quantitative and qualitative data. The study collected only quantitative data, such as scores from the Self-Monitoring Scale and numerical ratings of willingness to use the shampoo. This helped statistical analysis and the

[REDACTED]

A final issue is validity. Internal validity was strong because the experiment controlled the advertising message content and randomly allocated participants to image-oriented or quality-oriented groups. This makes it likely that

[REDACTED]

3 a) Describe what psychologists have discovered about:

- advertising and consumer personality, including self-monitoring, and
- how product placement in films affects choice, including a study. [6]

Ans.

Advertising effectiveness depends partly on consumer personality, particularly self-monitoring. Self-monitoring refers to the extent to which individuals adapt their behaviour to suit social situations. High self-monitors are

Snyder and DeBono investigated whether

Product placement in films is a covert advertising strategy where branded products appear

Auty and Lewis investigated the effect of

3 b) Evaluate what psychologists have discovered about:

- advertising and consumer personality, including self-monitoring, and
- how product placement in films affects choice, including a study

including a discussion about determinism versus free-will

Evaluation in your answer can include strengths, weaknesses and a discussion of issues and debates. [10]

Ans.

One relevant issue is determinism versus free-will. Research on advertising and self-monitoring suggests that consumer behaviour is partly determined by personality traits. Snyder and DeBono showed that

[REDACTED]

Another issue is validity. Snyder and DeBono's study measured willingness to use a shampoo through self-report ratings following a short telephone interaction, which may not reflect

[REDACTED]

A final issue is the use of children in research. Snyder and DeBono used adult university students, preventing ethical concerns but limiting generalisability. In contrast, Auty and Lewis directly

[REDACTED]

Describe what psychologists have discovered about:

- brand recognition in children, including how children acquire an understanding of advertising via logo recognition, including a study, and
- brand awareness, brand image and effective slogans, including types, functions and guidelines. [6]

Ans.

Brand recognition is the ability to identify a brand using visual cues such as logos, [REDACTED]

Fischer et al. investigated logo recognition in children aged three to six years. Children [REDACTED]

Brand awareness is familiarity with a brand name and identity, making it more likely to be chosen due to recognition or availability in memory. Brand image is the set of [REDACTED]

Kohli et al. proposed guidelines for [REDACTED]

4 b) Evaluate what psychologists have discovered about:

- **brand recognition in children, including how children acquire an understanding of advertising via logo recognition, including a study, and**
- **brand awareness, brand image and effective slogans, including types, functions and guidelines**

including a discussion about application to everyday life

Evaluation in your answer can include strengths, weaknesses and a discussion of issues and debates. [10]

Ans.

One relevant issue is application to everyday life. Research on brand recognition shows direct real-world relevance, as children encounter logos daily through packaging, billboards and sponsorship. Fischer et al. showed that even very young children

[REDACTED]

A second issue is the use of children in research. Brand recognition studies use child participants to understand early consumer socialisation. Fischer et al.'s study gave valuable insight into

[REDACTED]. In contrast, research on brand awareness, brand image and slogans typically involves adult consumers, [REDACTED] s.

A final issue is determinism versus free-will. Brand recognition research suggests

[REDACTED]

However, free-will is not completely removed. Older children with greater cognitive development using conscious evaluation can

[REDACTED]

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