

# **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

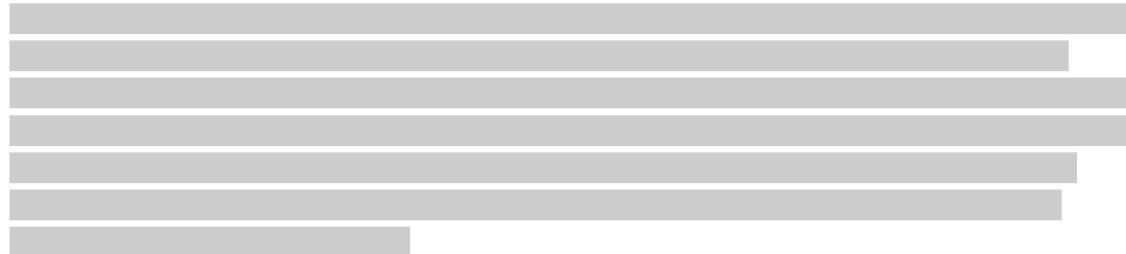
**Evaluation in your answer can include strengths, weaknesses and a discussion of issues and debates. [10]**

**Ans.**

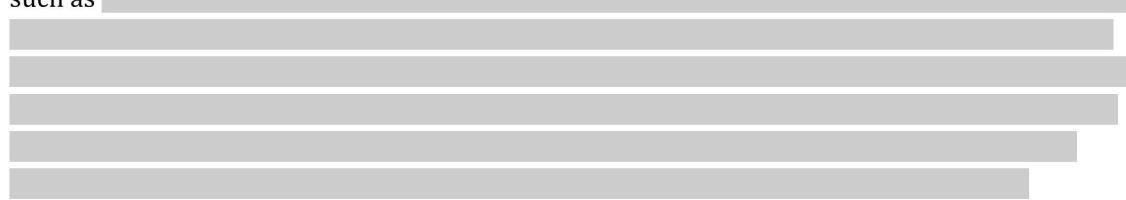
One relevant issue is application to everyday life. The Yale Model has direct practical value because it explains how



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



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



**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]

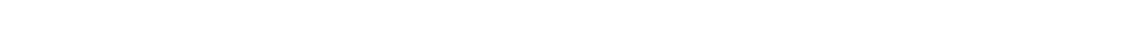
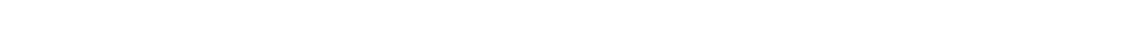
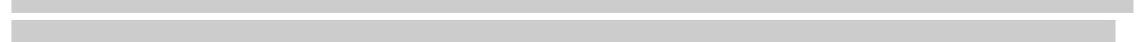
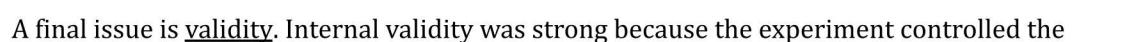
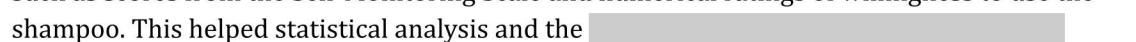
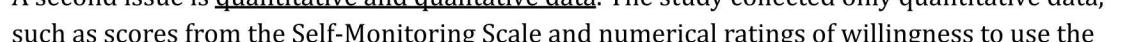
**2 (b) Evaluate the key study on consumer personality and advertising by Snyder and DeBono (1985)**

**including a discussion about use of self-reports**

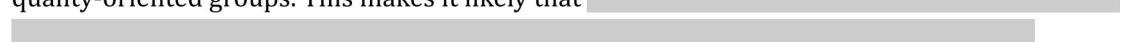
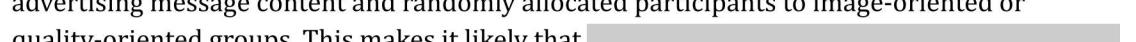
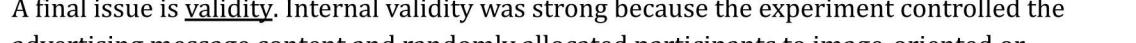
**Evaluation in your answer can include strengths, weaknesses and a discussion of issues and debates. [10]**

**Ans.**

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



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

<img alt="Redacted text" data-bbox="10

**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

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

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

**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]

[redacted]  
[redacted]

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

[redacted]  
[redacted]  
[redacted]  
[redacted]  
[redacted]  
[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]

[redacted]  
[redacted]  
[redacted]  
[redacted].

Kohli et al. proposed guidelines for [redacted]

[redacted]  
[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]

[REDACTED]  
[REDACTED]  
[REDACTED]  
[REDACTED]  
[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]

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

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

[REDACTED]  
[REDACTED]  
[REDACTED]  
[REDACTED]

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

[REDACTED]

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