

THE PSYCHOLOGICAL ENVIRONMENT ESSAY PACK

For CAIE A2 Psychology Paper 3

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1(a) Describe what psychologists have discovered about:

- Wayfinding in shopping malls, and
- Shopper behaviour and spatial movement patterns. [6]

Ans.

Wayfinding refers to how shoppers navigate and orient themselves in mall settings. Research shows that building layout and

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED] . Dogu and Erkip investigated wayfinding at a Turkish mall. Questionnaires were

[REDACTED]

[REDACTED]

[REDACTED]

Shopper behaviour and spatial movement patterns are also explained through space syntax research,

Gil et al. tracked a very large sample of shoppers

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

1(b) Evaluate what psychologists have discovered about:

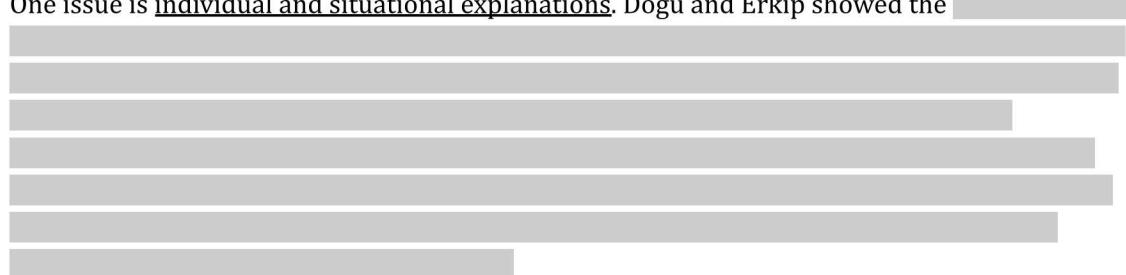
- Wayfinding in shopping malls, and
- Shopper behaviour and spatial movement patterns

including a discussion about individual and situational explanations.

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

Ans.

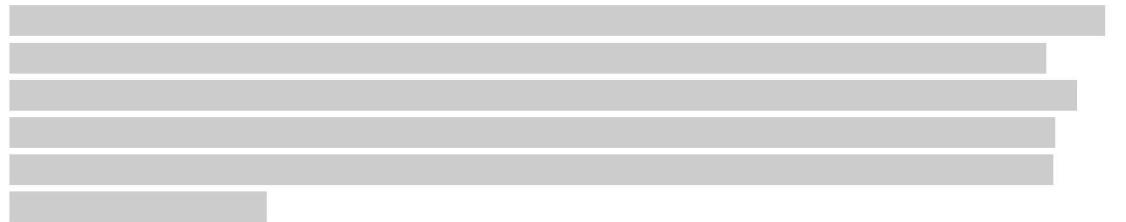
One issue is individual and situational explanations. Dogu and Erkip showed the



Another relevant issue is validity. Both Dogu and Erkip and Gil et al. used real settings - a real



Finally, a relevant issue is generalisability. Dogu and Erkip's study only sampled shoppers at a single mall in Turkey. This may not reflect wayfinding



2(a) Describe what psychologists have discovered about:

- **position of items on a menu, and**
- **food names and menu choices. [6]**

Ans.

Psychologists have discovered that the order of listing items on a menu can influence customers' choice. Primacy and recency effects suggest that

Dayan and

Bar-Hillel investigated this in



Psychologists have also found that wording of food names influences

Lockyer investigated this in a

qualitative study. Using



2(b) Evaluate what psychologists have discovered about:

- **position of items on a menu, and**
- **food names and menu choices.**

including a discussion about generalisability.

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

Ans.

One issue with research on positioning and descriptions of food is generalisability. For example,

Another issue concerns ecological validity. Research into positioning and descriptions

A final issue is the use of subjective data in research on menu choices. Lockyer's focus groups

3(a) Describe the Robson et al. study on consumer responses to table spacing. [6]

Ans.

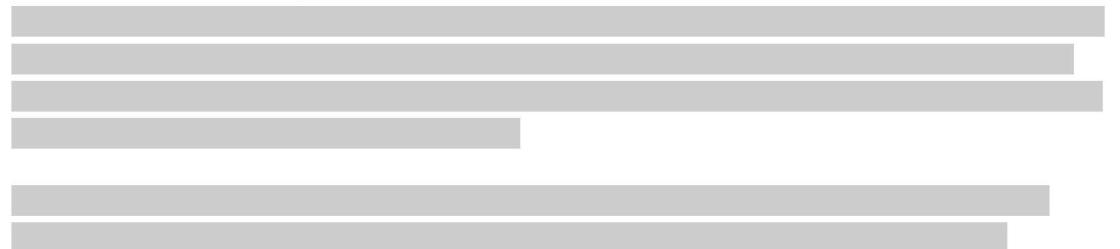
Restaurants often reduce the distance between tables to increase revenue, but this can reduce customer satisfaction. Diners may feel that [redacted]



The procedure involved [redacted]



The results showed that [redacted]



3(b) Evaluate the Robson et al. study on consumer responses to table spacing.

including a discussion about self-report measures.

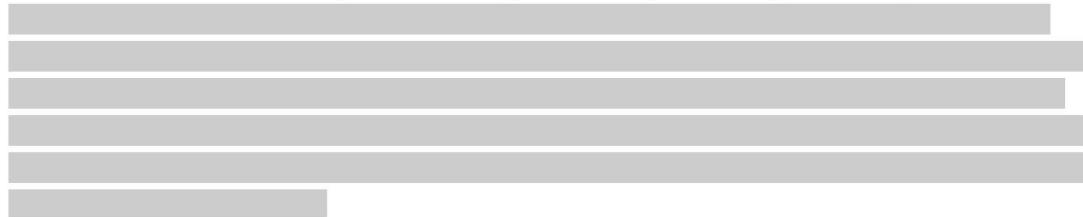
Evaluation in your answer can include strengths, weaknesses and a discussion of issues and debates. [10]

Ans.

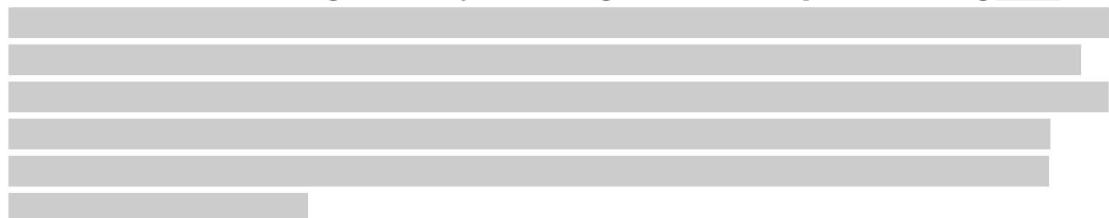
One issue with the study is its use of self-report measures. The data was collected using



Another issue is the limited generalisability of the sample. Although the study included



A final issue is that of ecological validity. The dining scenarios were presented using



4(a) Describe what psychologists have discovered about:

- Hall's zones of personal space, and
- The social structure of a queue, including a study. [6]

Ans.

Hall explained the concept of personal space as a kind of invisible bubble around individuals, which, if invaded, leads to discomfort and

Queues are another example of structuring social behaviour. A queue is

Milgram et al. studied this by observing naturally occurring queues at places such as ticket counters. Confederates

4 (b) Evaluate what psychologists have discovered about:

- Hall's zones of personal space, and
- The social structure of a queue, including a study

including a discussion about cultural differences.

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

Ans.

One relevant issue is cultural differences, which affect both personal space and queuing behaviour. Hall suggested that

Another issue is ecological validity. Hall's zones are based on observations and anthropological reports,

A final issue is ethical considerations, which are relevant for both personal space and queuing research. Hall's work

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