

# **THE PSYCHOLOGICAL ENVIRONMENT ESSAY PACK**

For CAIE A2 Psychology Paper 3

VISIT [CIEALEVELS.EXCELLINGPSYCHOLOGY.COM](https://ciealevels.excellingpsychology.com) FOR MORE!

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

Shopper behaviour and spatial movement patterns are also explained through space syntax research, [REDACTED]  
Gil et al. tracked a very large sample of shoppers [REDACTED]  
[REDACTED]  
[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

[REDACTED]

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

[REDACTED]

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

[REDACTED]

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,

[Redacted text block]

Another issue concerns ecological validity. Research into positioning and descriptions

[Redacted text block]

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

[Redacted text block]

**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]

[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

[REDACTED]

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

[REDACTED]

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

[REDACTED]

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

[REDACTED]

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

[REDACTED]

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

[REDACTED]

*Lesson prepared by:*

**Jyotika Varmani**

CIE A Levels Psychology School Teacher, Modern College, Mauritius  
CIE A Levels Psychology Subject Expert, Podar International, Mumbai  
AQA GCSE and A Levels Psychology Tutor, Expert Tutors, UAE  
AQA A Levels Psychology Tutor, Higher OTS Academy, UAE  
AQA A Levels Psychology Tutor, Gritty Tech, India  
AQA A Levels Psychology Tutor, Aurora ELearning, UAE  
Edexcel Psychology Tutor, ETutor Home, India

Youtuber with 4k+ Global Psychology Student and Teacher Subscribers

Psychology Website Author with 10M+ Global Views, visit:

<https://excellingpsychology.com>

9+ Years Experience in International GCSE and A-Levels Psychology Tutoring for CIE,

AQA, Edexcel and IBDP

M.A. (Psychology Honours), UGC-SET and NET (first attempt, first ranker),

PGDHE (Post-Graduate Diploma in Higher Education)

Visit Jyotika Varmani's complete profile at -

<https://www.teacheron.com/tutor-profile/1KH>

To book your GCSE/IGCSE/A-levels classes with Jyotika Varmani:

WhatsApp: **+919892507784** OR

e-mail: [jyotika@excellingpsychology.com](mailto:jyotika@excellingpsychology.com)

You can also reach out for paper corrections and feedback or assistance with IA/EE or  
other psychology projects over correspondence only