

2022

AP[®]

 CollegeBoard

AP[®] Psychology

Free-Response Questions

Set 1

PSYCHOLOGY

SECTION II

Time—50 minutes

2 Questions

Directions: You have 50 minutes to answer BOTH of the following questions. It is not enough to answer a question by merely listing facts. You should present a cogent argument based on your critical analysis of the questions posed, using appropriate psychological terminology. You may plan your answers in this orange booklet, but no credit will be given for anything written in this booklet. **You will only earn credit for what you write in the separate Free Response booklet.**

1. Rayce is exploring the idea of using online videos to sell his line of custom-made skateboards. While his friend is making a video of him performing tricks at a local skate park, a large crowd forms to watch. Each time Rayce successfully completes a trick, the crowd loudly applauds and yells, showing their approval.

Part A

Explain how each of the following relates to Rayce’s skateboarding while the crowd is watching him.

- Vestibular sense
- Social facilitation
- Incentive theory

Part B

Later, Rayce puts the video of himself online, complete with bright graphics and fast-tempo music. He quickly gains new customers for his business by allowing people to try his skateboard free for an hour. Explain how each of the following relates to the effectiveness of this sales campaign.

- Divergent thinking
- Peripheral route to persuasion
- Reciprocity norm
- Mere-exposure effect

Begin your response to this question at the top of a new page in the separate Free Response booklet and fill in the appropriate circle at the top of each page to indicate the question number.

STOP

END OF EXAM