
AP[®] Psychology

Sample Student Responses and Scoring Commentary Set 1

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Free-Response Question 1

- Scoring Guidelines
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Question 1: Concept Application**7 points****General Considerations**

1. Answers must be cogent enough for the meaning to come through. Spelling and grammatical mistakes do not reduce a score, but spelling must be close enough so that the reader is convinced of the word.
2. A response can earn points only if the student clearly conveys what part of the question is being answered. It is possible to infer the part of the question being answered if it is consistent with the order of the question.
3. The response must apply the concept to the prompt. A definition alone will not earn the point, but a clear definition can support the application.
4. Examples provided in the Scoring Guidelines for each of the points are not to be considered exhaustive.
5. Within a point, a response will not be penalized for incorrect information unless it *directly contradicts* correct information that would have otherwise earned the point. For example, if a response applies a concept in two contradictory ways (such as identifying both the measured variables as the independent variable or describing proactive interference as interference from both older and newer information), the point is not earned. Additionally, a response will not score if it includes a correct answer among multiple incorrect answers related to the same general concept/theory (e.g., a response that describes the Big Five trait of conscientiousness as being diligent, trusting, highly emotional, outgoing, and intellectually curious).
6. Within a bulleted question part, if the response addresses details from a scenario other than the one in the prompt, the point is not earned.

Part A 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.

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

Vestibular sense**1 point**

The response must indicate that this sense influences Rayce’s skateboarding by providing a sense of balance (e.g., equilibrium, information about position of the head in relation to gravity).

OR

The response must indicate that disruption of this sense leads to dizziness.

Acceptable explanations include:

- *Rayce’s vestibular sense allows him to maintain balance as he’s performing tricks.*
- *Rayce becomes dizzy doing the stunts because his vestibular sense is out of whack.*

Unacceptable explanations include:

Responses that refer to kinesthesia, the cerebellum, or the inner ear without reference to balance.

- *Rayce’s inner ear helps him do well as he skateboards.*
-

Social facilitation**1 point**

The response must indicate that Rayce will perform his tricks better if there is an audience present.

OR

The response must indicate Rayce will perform less well at a certain trick if he is not very good at that trick if an audience is present.

Acceptable explanations include:

- *After the crowd gathers, his jumps are higher, and his turns are tighter because of the crowd’s presence.*
- *Because he is doing a fairly new trick the presence of a crowd impedes his performance.*

Unacceptable explanations include:

- *Rayce is very social, so he enjoys performing in front of the crowd.*
-

Incentive theory**1 point**

The response must indicate that Rayce is motivated to perform because he is receiving some external reward (e.g., money, praise, applause, cheering, approval).

Acceptable explanations include:

- *Rayce rides his skateboard for the crowd because he wants the applause from the crowd.*

Unacceptable explanations include:

Responses that refer to intrinsic motivation.

- *Rayce likes skateboarding because he finds it fun.*

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**1 point**

The response must indicate Rayce uses or considers many possible approaches to the campaign.

OR

The response must refer to divergent thinking as “thinking outside the box,” innovation, or creativity.

Acceptable explanations include:

- *Rayce used multiple approaches to his campaign with both a video and trying the skateboard free for an hour.*
- *Rayce came up with innovative ideas like the bright graphics.*
- *Rayce thinks creatively about how he can sell more skateboards.*

Unacceptable explanations include:

Responses that do not indicate that Rayce’s ideas are creative, innovative, or outside of the box or don’t explicitly state that he thought of different or multiple approaches.

- *Rayce used bright graphics and cool music.*

Responses that refer to convergent thinking.

- *Rayce comes up with the one best way to sell a skateboard.*
-

Peripheral route to persuasion**1 point**

The response must indicate the campaign used attention-grabbing elements.

Acceptable explanations include:

- *Rayce uses graphics and music in his video to persuade people to buy his skateboards.*
- *Customers are persuaded to buy the boards by the cool soundtrack in the video.*

Unacceptable explanations include:

Responses that refer to central route to persuasion or specific information (e.g., facts, statistics, logic, details) about the skateboard.

- *Rayce informs people about a study that was conducted that showed that his skateboards allow skaters to jump three inches (on average) higher than they normally do when performing an Ollie.*

Reciprocity norm**1 point**

The response must indicate that because potential customers are getting something from Rayce (e.g., one-hour free trial, a sticker, cool hat), they feel obliged to return the favor by making a purchase or promoting the product.

Acceptable explanations include:

- *Because Rayce allowed them to try the skateboard for free, customers returned the favor by buying a skateboard.*

Unacceptable explanations include:

Responses that do not clearly refer to how the customer reciprocated.

- *Rayce was nice and gave customers one free hour with the skateboard, so they reciprocated.*

Responses that refer to motivation or modeling.

- *People saw Rayce do cool tricks in the video and wanted to do cool tricks like him.*
-

Mere-exposure effect**1 point**

The response must indicate repeated experience to any element of the ad campaign leads to increased liking or purchasing.

Acceptable explanations include:

Response can indicate more exposure by referring to the number of exposures to skateboards or ads.

- *The more often that people see the video the more likely they are to buy the skateboards.*

Unacceptable explanations include:

Responses that do not indicate a repeated number of exposures.

- *Customers used the skateboard for an hour, so they liked it more.*

Responses that refer to liking something right away.

- *As soon as customers are exposed to the skateboard, they love it and think it is so cool.*

Total for question 1 7 points

Question 1 Sample A 1 of 2

Important: Completely fill in the circle that corresponds to the question you are answering on this page.

Question 1

Question 2



Begin your response to each question at the top of a new page. Do not skip lines.

A. Rayce's vestibular sense allows him to maintain his balance and have the ability of coordination as he shows off his flashy tricks and flips on his skateboard. He has control over his body and is able to stay on his board as he spins, jumps, flips, etc. in front of the crowd. Social facilitation is the idea that when performing in front of a crowd of people who are watching and potentially judging, performance ^{display of} skill is enhanced. In Rayce's situation, the crowd of people watching him has had a positive effect on his performance - he's landing new tricks, having better balance, and moving faster and more accurately thanks to the rush of a crowd cheering him on. Incentive theory is the theory that people are motivated to do things for a reward. Rayce ~~was~~ would be motivated to do a cool new trick he's just learned for the reason that he will get the reward of the crowd cheering for him when he lands. The crowd's approval is his incentive/motivation to do the trick.

Page 2

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Question 1 Sample A 2 of 2

Important: Completely fill in the circle that corresponds to the question you are answering on this page.

Question 1 Question 2



Begin your response to each question at the top of a new page. Do not skip lines.

B. Divergent thinking is thinking outside of the box, out of the norm, and without a ^{pinpoint} specific goal. Rayce used divergent thinking in coming up with the idea to allow people to try his skateboards - it's a unique idea that people likely haven't seen before and will appreciate ~~the~~ new, interesting, and open-minded idea; hence, giving him more looks and business. Rayce uses peripheral route to persuasion in that ~~he doesn't~~ ~~directly~~ rather than simply putting out a price or showing designs up close, he persuades buyers by showing his product in action and in a desirable light. Him doing cool tricks on a cool skateboard will turn customers heads in that they are drawn to the cool-guy look that Rayce shows off, and will want to imitate it. The reciprocity norm is the idea that when someone does a favor for somebody else, they feel the need/want to return the favor or do something in turn for them. ~~When~~ ^{When} customers ~~do~~ try out ~~his~~ skateboards for an hour for free, they will then feel inclined to return the favor by buying a skateboard from Rayce. He did something for them, now they do something for him. The mere exposure effect is the idea that the more you see something, the more you will like it / you will start to like it. By putting his video online customers will continue to be exposed to the cool graphics and music and skateboarding and once they've seen it enough times they will form a liking to it and potentially look to buy a product.

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Question 1 Sample B 1 of 2

Important: Completely fill in the circle that corresponds to the question you are answering on this page.

Question 1

Question 2



part A

Begin your response to each question at the top of a new page. Do not skip lines.

1. Vestibular sense is a person's balance. The semicircular ear canals contain fluid, which is in charge of your sense of balance. While Rayce rides his skateboard, he needs to be extremely balanced in order to stay on and complete a trick. If Rayce had a poor vestibular sense, he could fall off the skateboard and get injured.

2. Social facilitation is when a person's performance improves in the presence of other people. When the crowd forms to watch Rayce's tricks, he is more likely to execute his tricks successfully than if there was no one watching him. Rayce is motivated from the social pressure to perform well.

3. The incentive theory is when people show their approval for a product, making more people want to buy it. When Rayce shows off his custom-made skateboard, the crowd gathers to watch his tricks. Rayce's tricks could give the people in the crowd the incentive to buy his product.

part B

1. Divergent thinking is when a person approaches a problem from multiple different ways. Rayce illicit divergent thinking when ~~he~~ in addition to his marketing video, he lets the customers try out his skateboard. A convergent thinker would only think of one way to get customers versus multiple different ways like Rayce did.

Page 2

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Question 1 Sample B 2 of 2

- **Important:** Completely fill in the circle that corresponds to the question you are answering on this page.

Question 1 Question 2



Begin your response to each question at the top of a new page. Do not skip lines.

2. Peripheral route to persuasion is when a person uses an out of the box idea to get customers. By letting the customers try out the skate board, they can see the quality of the product and Rayce's dedication to the happiness of his customers.

3. The reciprocity norm is when people feel the need to give back to those who have provided for them. When Rayce allows his customers to try out his skate board, they feel the need to give back, by buying a skate board. This is a great business plan, because it is a way to gain more customers.

4. The mere-exposure effect is when people are more comfortable with things that they are familiar to. When Rayce allows people to test out his skate board, people become more familiar to it, making them more likely to buy it.

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Question 1 Sample C 1 of 1

Important: Completely fill in the circle that corresponds to the question you are answering on this page.

Question 1 Question 2



Begin your response to each question at the top of a new page. Do not skip lines.

It relates to his vestibular sense through the hearing the crowd cheer and applaud and allowing him to be able to succeed and land the tricks. It goes with social facilitation because people will follow each others actions and applaud and join the crowd.

Divergent thinking applies to this through his ability to place free skateboard into the minds of consumers which ultimately makes them want to buy the product more.

The peripheral route to persuasion is seen while using bright lights and fast tempo music to appeal to a younger audience and apply those bright and loud sounds to the skateboard.

The mere-exposure effect is used by showing them little bits of the skateboard and only showing the cool tricks and loud sounds and bright visuals to keep the consumers thoughts positive.

Page 2

Use a pen with black or dark blue ink only. Do NOT write your name. Do NOT write outside the box.

Question 1

Note: Student samples are quoted verbatim and may contain spelling and grammatical errors.

Overview

The responses to this question were expected to demonstrate the skill of concept understanding by applying psychological concepts from several units of psychology to a real-world scenario. The responses needed to show understanding of the concepts and to clearly differentiate them from similar concepts. The responses needed to apply the concepts of vestibular sense, social facilitation, incentive theory, divergent thinking, peripheral route to persuasion, reciprocity norm, and mere-exposure effect to the scenario.

Sample: 1A

Score: 7

The response earned point 1 because it refers to Rayce maintaining his balance on his skateboard. The response earned point 2 because it states that Rayce improved his performance because the crowd was watching him. The response earned point 3 because it indicates that Rayce was motivated to do a cool trick for the external reward of cheering. The response earned point 4 because it indicates that Rayce came up with a unique idea to allow people to try out his skateboards. The response earned point 5 because it refers to an attention-grabbing element in the campaign of being drawn to “the cool-guy look” rather than “simply putting out a price or showing designs up close.” The response earned point 6 because it states that customers feel inclined to return the favor by buying a skateboard because Rayce let them try out the skateboard. The response earned point 7 because it refers to customers liking the product once they’ve seen the video enough times.

Sample: 1B

Score: 4

The response earned point 1 because it refers to Rayce balancing on his skateboard. The response earned point 2 because it indicates that Rayce improves his performance when the crowd is present. The response did not earn point 3 because it does not describe how Rayce is motivated by an external reward. Instead, the response incorrectly refers to the crowd as receiving the incentive. The response earned point 4 because it states that Rayce comes up with multiple marketing approaches, including showing a video and letting people try out a skateboard. The response did not earn point 5 because it does not refer to an attention-grabbing element in the campaign. The response earned point 6 because it refers to customers feeling they need to give back by buying a skateboard after Rayce let them try out the skateboard. The response did not earn point 7 because it does not refer to repeated experiences of an element of the campaign leading to an increased liking or purchasing.

Sample: 1C

Score: 1

The response did not earn point 1 because it does not refer to Rayce balancing on his skateboard. The response did not earn point 2 because it does not mention that Rayce performs better when a crowd is present. The response did not earn point 3 because the point is not attempted. The response did not earn point 4 because it does not describe how Rayce comes up with multiple

Question 1 (continued)

approaches or a creative idea for his campaign. The response earned point 5 because it refers to an attention-grabbing element in the campaign: bright lights and fast tempo-music to appeal to customers. The response did not earn point 6 because the point is not attempted. The response did not earn point 7 because it does not refer to repeated experiences of an element of the campaign leading to increased liking or purchasing.