

**AP<sup>®</sup> PSYCHOLOGY  
2003 SCORING GUIDELINES**

**Question 2**

A. Define the following psychological concepts.

- Cognitive dissonance
- Conformity
- Incentive motivation
- Negative reinforcement
- Physiological addiction

B. Use one specific example for each of the concepts in part A to explain how the concept might relate to either the development or the continuation of a smoking habit. It is not necessary to use the same example for each concept.

**Scoring Rubric**

**General Principles**

1. Information must be presented in context for points to be scored. Definition points may not be awarded within the context of smoking examples.
2. Definition points may be earned with robust, nonsmoking-related examples, and robust examples can lead to a point if they clarify incomplete or ambiguous definitions.
3. Example points generally establish either the development or continuation of a smoking habit. Development can refer to the entire “life” of a smoking habit, from beginning to smoke to smoking cessation. Words like “addicted” or “addiction” imply the continuation of smoking.
4. Answers must be presented in sentences, and sentences must be cogent enough for the student’s meaning to come through. Spelling and grammatical mistakes do not reduce a student’s score, but spelling must be close enough so that the reader is convinced of the word in question.
5. Points will generally not be awarded when a student directly contradicts correct information with incorrect information. However, for the definition points, an incorrect example will not cause the student to lose a point earned with a correct definition.

**Cognitive Dissonance**

**Point 1 (definition).** Definition must establish *both*

- A. A discrepancy between two thoughts (accept “feelings”) or thoughts and actions *and*
- B. A resulting tension, discomfort, anxiety, or aversive state. This can be established by language that indicates an attempt to “solve a problem,” “close a gap,” etc.

**Point 2 (example application).** Smoking behavior might be in conflict with information, cognition, or behavior, which leads to a resultant change that reduces dissonance/tension and produces development or continuation of smoking.

# AP<sup>®</sup> PSYCHOLOGY

## 2003 SCORING GUIDELINES

### Question 2 (cont'd.)

#### Conformity

**Point 3 (definition).** Group standards or indirect pressure lead a person to *change or adjust behavior or beliefs* to bring them in line with a group.

- Do not score answers that fail to establish a change or adjustment (e.g., conformity is when one behaves in a certain way to follow others or because others are doing it). Indicators of change or adjustment include phrases like “One behaves to fit into the group” or “One molds one’s behavior to the group.”
- Do not score changes due to direct pressure (compliance or obedience).

**Point 4 (example application).** Smoking behavior may *change* as a result of the influence of group standards or indirect pressure from a social group.

- “I smoke because my friends do” does not score.
- “I now smoke because my friends do” does score.

#### Incentive Motivation

**Point 5 (definition).** Behavior results from (accept “is motivated by”) the desire to attain an external reward or goal object. The reward or goal object must be known in advance.

- “A behavior is followed by a reward” does not score.
- “A person does something to obtain a reward” does score.

**Point 6 (example application).** The student must explain how an external incentive can produce the development, continuation, or cessation of smoking behavior. Examples may include characteristics of tobacco products (e.g., taste), marketing promotions (e.g., branded clothing), or social benefits (e.g., acceptance).

- It is sufficient to use the term “reward” as an example of an incentive.
- Do not score internal incentives (e.g., “I smoke because it provides relaxation” or “I smoke because of how it makes me feel”), but assume that an incentive is external unless there is language to indicate otherwise.
- Do score the point if a student argues that tobacco itself can be used as an incentive for other behaviors (e.g., “A person smokes more if he rewards himself with cigarettes for finishing other tasks”).

#### Negative Reinforcement

**Point 7 (definition).** The strengthening, continuation, or reinforcing of a behavior when the behavior is followed by the removal of a stimulus (often identified as aversive or unpleasant).

**Point 8 (example application).** Smoking-related behaviors are influenced because they provide escape from or avoidance of stress, tension, anxiety, withdrawal symptoms, or other unpleasant stimuli.

**AP<sup>®</sup> PSYCHOLOGY**  
**2003 SCORING GUIDELINES**

**Question 2 (cont'd.)**

**Physiological Addiction**

**Point 9 (definition).** A physical dependence characterized by withdrawal (when continued use of a drug is needed to prevent withdrawal symptoms), tolerance (the need for increasing amounts of a drug over time to achieve the same effect), or a body's attempt to maintain a homeostatic state influenced by a drug.

- "A person can't go without a drug" does not score.
- "A person can't function normally without the drug" does not score
- "A person will get sick without the drug" does score.

**Point 10 (example application).** The physiological mechanism (e.g., withdrawal, tolerance, or homeostasis) must be used to explain why a person would continue to smoke.

**AP<sup>®</sup> PSYCHOLOGY**  
**2003 SCORING COMMENTARY**

**Question 2**

**Essay ZZ – Score 10**

Point 1 scores in the first few sentences. First, the student establishes conflict in the first two sentences, as he/she describes the process of believing one thing and doing another. Then the tension is established by describing the anxiety. Finally, the notion of resolution is established when the examinee states that the student will change their attitude to relieve the tension. Point 3 scores when the student says that a person changes his or her opinion or answer to be in line with a group standard. Point 5 scores as the student describes a person being driven to do something because there is an “award” in it if they achieve their goal. Point 7 scores as the person describes the avoidance of a stimulus to increase a behavior. Point 9 scores when the student describes taking a drug because it will cause pain, and withdrawal if the drug is not taken. Point 2 scores in the next paragraph, as the student describes the knowledge that smoking is bad for one’s health and they know it is. Then, the student starts to smoke. Finally, they claim it must really not be that bad, thus showing attitude change. Point 4 scores when the student describes the influence of the “older crowd” on the initiation of smoking behavior. The point on incentive motivation (Point 6) scores when the student describes the social acceptance incentive as a motivator for smoking. Point 8 scores when the student argues that smoking can remove stress or anxiety. Finally, Point 10 scores at the end of the essay, as the student talks about the withdrawal symptoms a smoker will experience if he or she decides to stop smoking.

**Essay XX – Score 5**

Point 1 scores in the first paragraph when the student describes one as having conflicting thoughts and needing to justify those thoughts to oneself. This shows both the conflict and tension and then the resolution of that tension. Point 3 scores in the second paragraph when the student describes the compromise of one’s own convictions to satisfy a social norm. The student goes on to give a nice example of conformity, but this is unnecessary. Point 5 scores in the third paragraph as the student describes one working towards a desired goal. Point 9 scores as the student describes a person becoming physically dependent on a drug and experiencing symptoms of withdrawal if the drug is removed. In addition, the student shows further understanding as he or she describes the process of tolerance. Finally, Point 4 scores as the student describes the process of a person trying to fit in to a group by adopting the standards of that group (i.e., the “smoking group”).

**Essay YY – Score 1**

The only point in this essay scores in the section on incentive motivation (Point 5). The point scores when the student describes the incentive (or “bribe”) to continue smoking.

Cognitive dissonance is a term used to describe the anxiety felt by a person when their belief about something and their action towards something clash or are different. For example if a student strongly believes that cheating is wrong but on a test they cheat this causes extreme anxiety and is an example of cognitive dissonance. The person will either try to change the attitude or action to relieve the anxiety. Conformity, which is another psychological concept is ~~when~~ when a person changes their opinion or answer about something to be in line with the groups answer. For example if everyone in a room says an answer is four but one person believes its three, then the person will conform to the majority opinion and state that the answer is three. Incentive motivation is when a person is driven to do something or achieve because there is an award in it for them if they achieve that goal. A negative reinforcement is something that increases ~~a~~ behavior. It is an aversive stimulus that increases a behavior. To avoid a negative reinforcer a person will increase a behavior. Finally, a physiological addiction is when a person has to continually ~~do~~ take a drug or continually do something, because if they don't it will cause pain inside their body, such as cramps due to withdrawal from drug use.

Cognitive dissonance could relate to the ~~development~~ of a smoking habit. A person could believe

that smoking is detrimental to ~~that~~ a person's health. However one day that person decides to smoke. This creates anxiety within the person. To relieve the anxiety, the person will change their belief that smoking is detrimental. They figure ~~so~~ ~~that~~ that they must not really think that it is bad if they were willing to try it. Once the anxiety is no longer present the person is free to smoke. Conformity can also relate to the development of a smoking habit. If a person is hanging with a big, older crowd and everyone there is smoking, then more than likely they will begin to smoke as well. This is because they want to fit in with the group and because everyone in the group is smoking. Also, incentive motivation can relate to the development of a smoking habit. For instance, if a person who has always strived to be in the "popular" ~~group~~ crowd, finally has the opportunity to hang out with them and they offer him a cigarette or something else to smoke, he will more than likely accept. This is because his need to be in the popular group is so big that he believes that by smoking he will be part of their group.

~~Other~~ A negative reinforcer can also relate to the continuation of a smoking habit. Take for example that the negative reinforcer is stress and anxiety. Every time that the person feels like this, they increase the activity, which is smoking, ~~and~~ and the anxiety then goes away. This will increase smoking because everytime the person feels anxious they will

Write in the box the number of the question you are answering on this page as it is designated in the examination.

AP Psychology

2

ZZ

pg 3 of 3

smoke to avoid these feelings. Finally a physiological addiction can contribute to the continuation of a smoking habit. A person becomes addicted to a drug they continually need to use it to avoid physiological or psychological pains. When a person who smokes and is addicted doesn't smoke for awhile and they begin to get headaches and cramps that won't go away until they smoke again, then they will continue to smoke out of fear of the feelings of a physiological withdrawal. This is characteristic of physiological addiction.

Write in the box the number of the question you are answering on this page as it is designated in the examination.

#2

XX

pg 1 of 2

Cognitive dissonance is a tactic people use to deal with conflicting thought & actions, it is used as a way to justify something to oneself. For example, a student who believes a college tuition is too high, but is obviously attending the college anyway, may use cognitive dissonance and say, "I'm sure the school needs the money".

Conformity is a social tendency that occurs when an individual compromises his/her own convictions to satisfy a social norm. When a person wants to be accepted, or does not want to make waves, he/she may decide the "best" course of action is conformity. Conforming can range from buying cloths that fits in with every one at your school, or ~~may be~~ sharing the same ideas + convictions, in order to be accepted.

Incentive motivation occurs when a person is working towards a desired goal. If a person wants to earn money during the summer in order to buy a car - it is incentive motivation that is getting him up every morning before work.

Negative reinforcement is a part of operant conditioning. If a dog, for example, has an undesired behavior, such as - jumping up on the couch, perhaps a negative reinforcement for this undesired action is squirting the dog with some water everytime he jumps up on the couch. This negative reinforcement, the water squirting in this case, aims to get rid of the undesired behavior.



#2

Write in the box the number of the question you are answering  
on this page as it is designated in the examination.

AP Psychology  
XX  
Pg 2 of 2

Physiological addiction refers to a biological addiction to something, such as a drug or a medicine. A person may become physically dependent on the drug, experiencing symptoms of withdrawal if the drug is taken away. A person may build up a tolerance to a drug, and therefore need to up the dosage. A physiological addiction refers to the ~~dangerous~~ way the body can become physically dependent on a certain substance.

Conformity can lead to a developing smoking habit. I have seen it happen in many cases throughout high school. If an individual wants to fit in with a certain crowd, and the crowd happens to smoke - the individual may opt to take up smoking as a way to be included. Conformity into this "smoking group" will make it very difficult for the individual, if he/she later wants to quit.

Write in the box the number of the question you are answering on this page as it is designated in the examination.

AP Psychology

2 A & B

YY

pg 1 of 1

Cognitive Dissonance is the assumption that one makes according to what he/she believes about his/her behaviors. For example in the case of someone who <sup>started to</sup> smoke, this person is engaging in this action due to that he/she thinks that by smoking his/her stress will reduce and go away. This person is trying to get rid of something by engaging in this action due to what he/she thinks will happen.

Conformity is the idea of being satisfied with an action or belief and therefore not seeking for alternatives. For example if a person is in the habit of smoking this person is satisfied to relieve ~~the~~ whatever is being relieved, stress, anxiety by the action of smoking. This person is conformed because he/she is not willing to accept his/her problem and doesn't seek for help in other ways other than smoking to relieve the problems. Therefore if someone is conformed, a habit will become developed.

Incentive Motivation is when something is awarded for a certain action and so keeps on going towards it. For example, if a young person is bribed with smoking, like someone will say "OK, if you smoke one pack, I'll make sure you get another pack free" then in this case the mind of the young person is saying that this is a strong incentive, which will give him more cigarettes, so the young person will

2 A & B

Write in the box the number of the question you are answering on this page as it is designated in the examination.

AP Psychology  
44  
pg 2 of 2

be motivated to smoke on a constant basis for the free pack, therefore making it an incentive.

Negative reinforcement is the concept which involves taking away something from an individual so that the individual would better him/herself. For example, if a parent of a teenager Sam, takes away the privilege of driving due to smoking inside the car, then Sam will have to not smoke in the car. This will break Sam's habit of smoking @ a regular basis, therefore reinforcing the idea of not to smoke.

Physiological Addiction is the idea that the body thinks that the action is needed and not just wanted. For example in a case of Sam smoking may not be a cause of him wanting to smoke, but the habit of having the cigarette in his mouth. That habit that he has to suck on an object makes him light up a cigarette every so often. Therefore, his physical self has the constant habit of this action making it a physiological addiction.