

Wednesday 16 January 2013 – Morning

A2 GCE PSYCHOLOGY

G544/01 Approaches and Research Methods in Psychology

Candidates answer on the Question Paper.

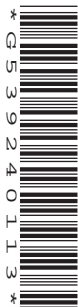
OCR supplied materials:

None

Other materials required:

None

Duration: 1 hour 30 minutes



Candidate forename		Candidate surname	
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Centre number						Candidate number				
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INSTRUCTIONS TO CANDIDATES

- Write your name, centre number and candidate number in the boxes above. Please write clearly and in capital letters.
- Use black ink. HB pencil may be used for graphs and diagrams only.
- Answer **all** the questions in **Section A** and **either** question 8 **or** question 9 in **Section B**.
- Read each question carefully. Make sure you know what you have to do before starting your answer.
- Write your answer to each question in the space provided. If additional space is required, you should use the lined page(s) at the end of this booklet. The question number(s) must be clearly shown.
- Do **not** write in the bar codes.

INFORMATION FOR CANDIDATES

- The number of marks is given in brackets [] at the end of each question or part question.
- The total number of marks for this paper is **80**.
- This document consists of **24** pages. Any blank pages are indicated.

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SECTION A

Your task is to answer questions about how a piece of research related to the passage below could be conducted.

Naturalistic observations are conducted by psychologists when they want to find out how people behave without experimental manipulation. Today psychologists should adhere to the British Psychological Society (BPS) guidelines to avoid unethical treatment of participants. With sufficient training, psychologists can detect small differences in behaviour, such as facial expression and gesture, to infer how people are feeling and thinking.

You must choose **one** of the following options **(a)–(g)**:

- (a)** Mobile phone usage
- (b)** Helping behaviour
- (c)** Eating behaviour
- (d)** Study habits
- (e)** Romantic behaviour
- (f)** Cigarette smoking
- (g)** Aggressive behaviour

You must design a structured observation so that data can be collected using event sampling. It must be a practical project that could be conducted.

3
SECTION A

Answer **all** the questions in **Section A** in relation to your practical project.

State the option from **(a)–(g)** you have chosen for your practical project

1 State the aim of your practical project.

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[3]

A series of 25 horizontal dotted lines spanning the width of the page, intended for writing.

3 Outline **one** disadvantage of using observation in your practical project.

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4 Discuss strengths and weaknesses of the type of data you would collect in your practical project.

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5 Describe how you could present the data that would be collected in your practical project.

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6 Explain how you would address **one** ethical issue in your practical project.

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7 Outline how time sampling could be used in your practical project.

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9

SECTION B

Answer **either** question 8 **or** question 9.

EITHER

- 8 (a) Briefly outline what is meant by reliability in psychological research. [4]
- (b) Describe **two** pieces of psychological research that can in some way be considered reliable. [8]
- (c) Discuss strengths and limitations of conducting research that may be considered reliable. Use examples of psychological research to support your answer. [12]
- (d) Compare the experimental method with one other method of measuring behaviour. Use examples of psychological research to support your answer. [8]
- (e) Discuss the usefulness of psychological research that uses the experimental method. [8]

If you choose to answer question 8, write your answers on pages 10 to 15

OR

- 9 (a) Briefly outline what is meant by individual and situational explanations of behaviour. [4]
- (b) Describe **two** pieces of psychological research that support a situational explanation of behaviour. [8]
- (c) Discuss strengths and limitations of situational explanations of behaviour. Use examples of psychological research to support your answer. [12]
- (d) Compare methods used to study individual and situational explanations of behaviour. Use examples of psychological research to support your answer. [8]
- (e) Discuss the usefulness of research that emphasises individual explanations of behaviour. [8]

If you choose to answer question 9, write your answers on pages 16 to 21

EITHER

8 (a) Briefly outline what is meant by reliability in psychological research.

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(c) Discuss strengths and limitations of conducting research that may be considered reliable. Use examples of psychological research to support your answer. [12]

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OR

9 (a) Briefly outline what is meant by individual and situational explanations of behaviour.

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ADDITIONAL ANSWER SPACE

If additional answer space is required, you should use the following lined pages. The question number(s) must be clearly shown in the margins.

A large area of horizontal dotted lines for writing answers, with a solid vertical line on the left side. The lines are evenly spaced and extend across the width of the page, providing a structured space for students to write their responses.

A writing template consisting of a vertical solid line on the left side, creating a margin. To the right of this line are 25 horizontal dotted lines, evenly spaced, extending across the width of the page. This layout is typical for a notebook or a document intended for handwritten notes.

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