



GCE AS/A level

1332/01



S15-1332-01-R1

PSYCHOLOGY – PY2

Core Studies and Applied Research Methods

P.M. MONDAY, 18 May 2015

1 hour 45 minutes

ADDITIONAL MATERIALS

In addition to this examination paper, you will need a 12 page answer book.

INSTRUCTIONS TO CANDIDATES

Use black ink or black ball-point pen.

Answer **all** questions in Section A **and** Section B.

Answer **all** parts of **either** Question 7 **or** Question 8 in Section C.

INFORMATION FOR CANDIDATES

Mark allocations are shown in brackets.

Note the information given at the start of every section.

You are reminded that assessment will take into account the quality of written communication used in answers for all questions in Section A.

SECTION A

Answer **all** questions in this section.

You are reminded that the focus of your response must be the skills of knowledge and understanding.

1. In 1960 Gibson and Walk published their research *The Visual Cliff*. Outline **both** the aims **and** the context of this particular research. [12]
2. In 1955 Asch produced his research *Opinions and Social Pressure*. Describe the procedures used by Asch in this research. [12]
3. In 1984 Bennett-Levy and Marteau published their research *Fear of animals: what is prepared?* Outline **both** the findings **and** the conclusions of this particular research. [12]

SECTION B

Answer **all** questions in this section.

You are reminded that the focus of your response must be the skills of analysis and evaluation.

4. Assess the methodology used by Buss (1989) in his research *Sex differences in human mate preferences*. [12]
5. Assess the methodology used by Rosenhan (1973) in his research *On Being Sane in Insane Places*. [12]
6. Critically analyse and evaluate Gardner and Gardner's (1969) research *Teaching sign language to a chimpanzee*. In your answer you should make reference to appropriate alternative evidence. [12]

SECTION C

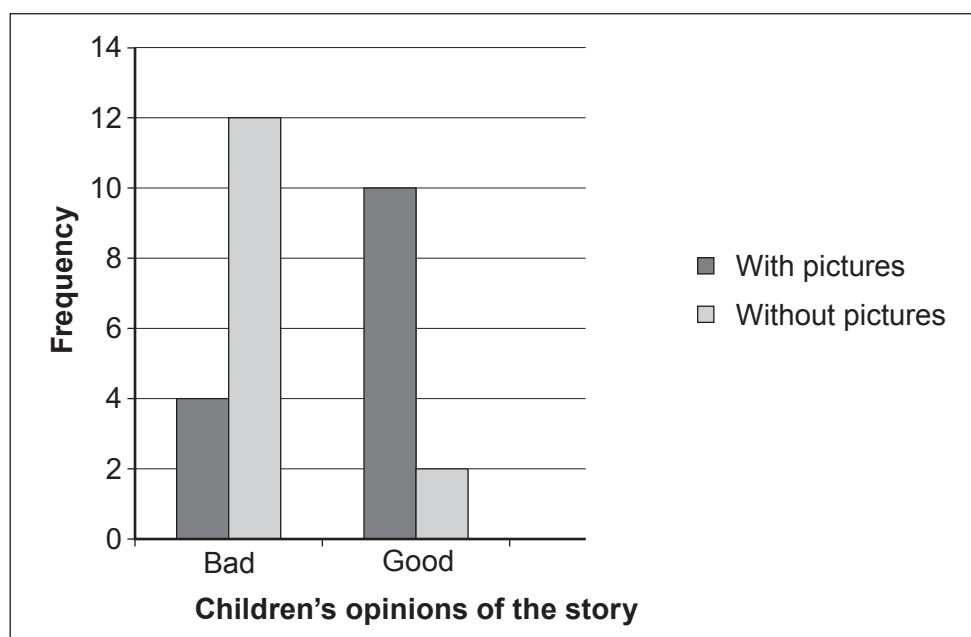
Answer **all** parts of **either** question 7 or question 8.

You are reminded that the focus of your response must be the application of knowledge of research methods to the novel situation.

Either,

7. A psychologist conducted a laboratory experiment to investigate whether children enjoy a book more if the book has pictures in it. An opportunity sample of 28 children visiting a local library was selected. Later, on arrival at a laboratory, 14 children were given a book with pictures and 14 other children were given a book with the same story but no pictures. They were asked to rate the story as either 'good' or 'bad'. The psychologist then displayed the results in the bar chart below.

Fig. 1. Bar chart to show the children's opinions of a story when presented with or without pictures



- (a) Outline **one** advantage and **one** disadvantage of using a laboratory experiment in this research. [3]
- (b) Identify **one** issue of reliability in this research and describe how you could deal with this issue of reliability. [3]
- (c) Identify **one** issue of validity in this research and describe how you could deal with this issue of validity. [3]
- (d) Outline **one** advantage and **one** disadvantage of using opportunity sampling in this research. [3]
- (e) Discuss **one** ethical issue that might arise in this research. [3]
- (f) State **one** conclusion that can be drawn from the bar chart in this research. [3]

QUESTION 8 IS ON THE NEXT PAGE

SECTION C (continued)**Or,**

8. A team of psychologists investigated if there is a difference in the depression rates of married individuals and cohabiting individuals (living together, but not married). A quota sample of 30 married individuals and 30 cohabiting individuals, was selected. The team of psychologists conducted a questionnaire. One question on the questionnaire listed 10 symptoms of depression (e.g. problems with sleeping) and then the individual had to identify which symptoms they had experienced in the last year. The results are displayed in the table below.

Fig. 2. Table to show the mean number of depressive symptoms for cohabiting and married individuals

	Cohabiting individuals	Married individuals
Mean number of depressive symptoms	3.8	4.3

- (a) Outline **one** advantage and **one** disadvantage of using a questionnaire in this research. [3]
- (b) Identify **one** issue of reliability in this research and describe how you could deal with this issue of reliability. [3]
- (c) Identify **one** issue of validity in this research and describe how you could deal with this issue of validity. [3]
- (d) Outline **one** advantage and **one** disadvantage of using quota sampling in this research. [3]
- (e) Discuss **one** ethical issue that might arise in this research. [3]
- (f) State **one** conclusion that can be drawn from the mean scores in this research. [3]

END OF PAPER