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Section A (60 marks)

Answer **all** questions in this section.

- 1 The study by Loftus and Pickrell (false memories) used self report data.
- (a) Explain what is meant by 'self report data' using this study as an example. [2]
- (b) Suggest **one** disadvantage of collecting self report data in this study. [2]
- 2 The study by Milgram (obedience) used observations to collect some data.
- (a) Describe **one** way that observations were used to collect data in this study. [2]
- (b) Suggest **one** reason why it was useful to conduct these observations. [2]
- 3 The study by Haney, Banks and Zimbardo (prison simulation) referred to 'pathological prisoner syndrome'.
- (a) Describe what is meant by 'pathological prisoner syndrome'. [2]
- (b) Explain what caused 'pathological prisoner syndrome' using an example from the study. [2]
- 4 The study by Tajfel (intergroup categorisation) used a repeated measures design because the responses of all participants were measured for 'own' and 'other' group choices.
- (a) Describe the difference between a repeated measures design and an independent groups design. [2]
- (b) Explain **one** advantage of using a repeated measures design in this study. [2]
- 5 From the study by Bandura et al. (aggression):
- (a) State how old the participants were. [2]
- (b) Suggest **one** effect on the results if participants of a different age had been used. [2]
- 6 The study by Freud used only one participant, little Hans.
- (a) Suggest **one** reason why it might be possible to generalise some of the findings from little Hans to other children. [2]
- (b) Suggest **one** reason why it might **not** be possible to generalise some of the findings from little Hans to other children. [2]
- 7 Outline **two** aims from the study by Langlois et al. (infant facial preference). [4]

- 8 The study by Nelson (children's morals) was an experiment.
- (a) Explain why this was an experiment using an example from this study. [2]
- (b) Suggest **one** disadvantage of using the experimental method for this study. [2]
- 9 Describe the sample of participants used in the Schachter and Singer study (emotion). [4]
- 10 In the study by Dement and Kleitman on sleep and dreaming, an EEG (electroencephalograph) was used to record data.
- (a) Explain what is measured by an EEG. [2]
- (b) Describe how the EEG is used with participants. [2]
- 11 In the study by Maguire et al. (taxi drivers), quantitative data and qualitative data were collected.
- (a) Explain what is meant by 'quantitative data', using an example from this study. [2]
- (b) Explain **one** advantage of collecting **both** quantitative and qualitative data. [2]
- 12 Demattè et al. studied smells and facial attractiveness.
- (a) Explain **one** problem with the smells Demattè chose to use. [2]
- (b) Using the results of the study, suggest why some men choose to use fragranced products. [2]
- 13 Thigpen and Cleckley (multiple personality disorder) described a case study of Eve.
- (a) Describe what is meant by a 'case study'. [2]
- (b) Explain **one** disadvantage of using the case study method in this investigation. [2]
- 14 From the study by Billington et al. (empathising and systemising):
- (a) Identify **two** variables that were **not** controlled. [2]
- (b) Explain why it would have been important to have controlled **one** of these variables. [2]
- 15 From the study by Veale and Riley (mirror gazing):
- (a) Describe how the ethical issue of 'protection of participants from harm' was raised by this study. [2]
- (b) Explain how **one other** ethical issue in the study was resolved. [2]

Section B (20 marks)

Answer **both** questions in this section.

- 16** Evaluate **one** of the studies listed below in terms of its usefulness.

Piliavin et al. (subway Samaritans)

Rosenhan (sane in insane places)

Billington et al. (empathising and systemising)

[10]

- 17** Use **one** of the studies listed below to discuss the strengths and weaknesses of the cognitive approach.

Loftus and Pickrell (false memories)

Baron-Cohen et al. (eyes test)

Held and Hein (kitten carousel)

[10]

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