



UNIVERSITY OF CAMBRIDGE INTERNATIONAL EXAMINATIONS  
General Certificate of Education Advanced Level

**PSYCHOLOGY**

**9698/03**

Paper 3 The Specialist Choices

**May/June 2008**

**3 hours**

Additional Materials: Answer Booklet/Paper

**READ THESE INSTRUCTIONS FIRST**

If you have been given an Answer Booklet, follow the instructions on the front cover of the Booklet.

Write your Centre number, candidate number and name on all the work you hand in.

Write in dark blue or black pen.

Do not use staples, paper clips, highlighters, glue or correction fluid.

There is a choice of five specialist options in this question paper. Choose **two** options and answer questions from those two options only.

In each option there are **two** Sections:

**Section A**

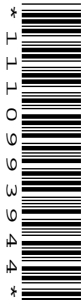
Answer **one** question for each of your chosen options.

**Section B**

Answer **one** question for each of your chosen options.

At the end of the examination, fasten all your work securely together.

The number of marks is given in brackets [ ] at the end of each question or part question.



This document consists of **11** printed pages and **1** blank page.



**PSYCHOLOGY AND EDUCATION**

Answer **one** question from Section A and **one** question from Section B.

**SECTION A**

Answer **one** question from this section.

- 1 (a) Explain, in your own words, what is meant by the term 'improving learning effectiveness'. [2]  
(b) Suggest **two** ways in which learning effectiveness could be improved. [6]  
(c) Describe **one** problem with a study skill of your choice. [3]
- 2 (a) Explain, in your own words, what is meant by 'corrective strategy' for disruptive behaviour. [2]  
(b) Describe **one** cause and **one** effect of a disruptive behaviour. [6]  
(c) Describe **one** way in which a disruptive behaviour may be corrected. [3]

3

## SECTION B

Answer **one** question from this section.

3

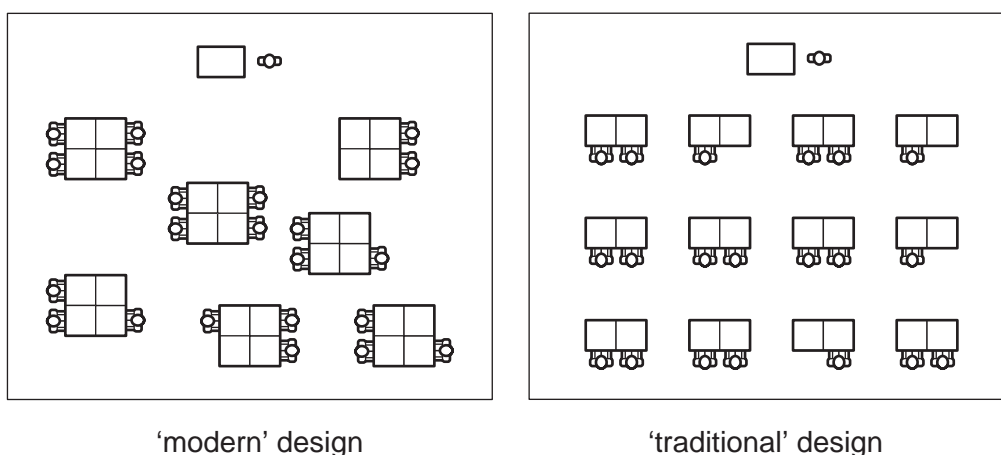
### Are you *hungry* for it?

In the 1950s Maslow outlined a hierarchy of needs with hunger at the bottom. Higher up came knowledge, understanding and exploration. Why do some students have a greater motivation for knowledge and learning than others?

- (a) Describe what psychologists have discovered about motivation and educational performance. [8]
- (b) Evaluate what psychologists have discovered about motivation and educational performance. [10]
- (c) Giving reasons for your answer, suggest how students can be motivated through attribution theory. [6]

4

### Rows better



In a study of seating arrangements children were taught for two weeks seated around desks (modern design). They were then taught for two weeks sitting in rows (traditional design). Results showed improvements in both quality and quantity of work whilst in rows and teachers reported improvements in behaviour too.

- (a) Describe what psychologists have found out about the design and layout of educational environments. [8]
- (b) Evaluate what psychologists have found out about the design and layout of educational environments. [10]
- (c) Giving reasons for your answer, suggest how the physical features of the classroom could be changed to improve performance and feelings. [6]

**PSYCHOLOGY AND ENVIRONMENT**

Answer **one** question from Section A and **one** question from Section B.

**SECTION A**

Answer **one** question from this section.

- 5 (a) Explain, in your own words, what is meant by the term 'positive uses of sound (music)'. [2]
- (b) Describe **one** study showing the negative effects of noise on health. [3]
- (c) Describe **two** studies which have made positive use of sound. [6]
- 6 (a) Explain, in your own words, what is meant by the term 'wayfinding'. [2]
- (b) Describe **two** ways to improve the design of maps. [6]
- (c) Describe **one** study on wayfinding. [3]

5

**SECTION B**

Answer **one** question from this section.

7

**Push!**

Many large cities have underground/subway trains. I thought the train I travel on each day was very busy, until I visited another country where people were employed to push people onto the train. A very tight squeeze indeed!

- (a) Describe what psychologists have learned about density and crowding. [8]
- (b) Evaluate what psychologists have learned about density and crowding. [10]
- (c) Giving reasons for your answer, suggest what a person can do to cope with the effects of crowding. [6]

8

**Good news for a change!**

Every time an examination question is set on 'disasters' there is a report of an event in which a large number of people have died. Depressing news! Anything good happened to you recently?

- (a) Describe what psychologists have discovered about natural disaster and/or technological catastrophe. [8]
- (b) Evaluate what psychologists have discovered about natural disaster and/or technological catastrophe. [10]
- (c) Giving reasons for your answer, suggest ways in which psychologists could help people **after** a catastrophe has happened. [6]

**PSYCHOLOGY AND HEALTH**

Answer **one** question from Section A and **one** question from Section B.

**SECTION A**

Answer **one** question from this section.

- 9** (a) Explain, in your own words, what is meant by the term 'quitting' a substance. [2]
- (b) Describe **two** ways in which people may try to quit substance abuse. [6]
- (c) Describe **one** way in which substance abuse could be prevented. [3]
- 10** (a) Explain, in your own words, what is meant by 'health promotion in schools'. [2]
- (b) Outline **one** school health promotion study and **one** worksite health promotion study. [6]
- (c) Describe **one** campaign to promote the health of a specific problem. [3]

**SECTION B**

Answer **one** question from this section.

**11****The thirty-two**

Only thirty-two people in the world have the condition of 'congenital insensitivity to pain and temperature', meaning that they do not feel pain at all!

- (a) Describe what psychologists have discovered about pain. [8]
- (b) Evaluate what psychologists have discovered about pain. [10]
- (c) Using your psychological knowledge, suggest ways in which an **acute** pain could be managed. [6]

**12****The dangerous bean bag**

Did you know that in the United Kingdom there are more accidents each year involving bean bags than there are accidents with chainsaws!

- (a) Describe what psychologists have learned about health and safety. [8]
- (b) Evaluate what psychologists have learned about health and safety. [10]
- (c) Giving reasons for your answer, suggest how accidents could be reduced. [6]

**PSYCHOLOGY AND ABNORMALITY**

Answer **one** question from Section A and **one** question from Section B.

**SECTION A**

Answer **one** question from this section.

- 13** (a) Explain, in your own words, what is meant by the term 'somatoform disorder'. [2]
- (b) Describe **two** types of somatoform disorder. [6]
- (c) Describe **one** explanation for somatoform disorders. [3]
- 14** (a) Explain, in your own words, what is meant by the term 'obsessive-compulsive disorder'. [2]
- (b) Describe **two** characteristics of obsessive-compulsive disorder. [6]
- (c) Give **one** explanation for obsessive-compulsive disorder. [3]



**SECTION B**

Answer **one** question from this section.

15

**It is the most serious**

In 1911 Bleuler used the term schizophrenia to refer to a splitting of the various functions of the mind, particularly personality. It is said to be the most serious of all disorders.

- (a) Describe what psychologists have learned about schizophrenia. [8]
- (b) Evaluate what psychologists have learned about schizophrenia. [10]
- (c) Giving reasons for your answer, suggest how a person with schizophrenia may be treated. [6]

16

**Press the button**

Skinner outlined schedules of reinforcement, one of which is the variable ratio schedule. This means that a reward might be given 10 times in every 100. The compulsive gambler just needs to watch very carefully and choose when to press the button.

- (a) Describe what psychologists have found out about abnormal avoidance and need. [8]
- (b) Evaluate what psychologists have found out about abnormal avoidance and need. [10]
- (c) Giving reasons for your answer, suggest how an abnormal need may be treated. [6]

**PSYCHOLOGY AND ORGANISATIONS**

Answer **one** question from Section A and **one** question from Section B.

**SECTION A**

Answer **one** question from this section.

- 17 (a)** Explain, in your own words, what is meant by the term 'group decision-making'. [2]
- (b)** Describe **two** ways in which group decision-making can go wrong. [6]
- (c)** Outline **one** way in which group conflict can be managed. [3]
- 18 (a)** Explain, in your own words, what is meant by 'performance appraisal'. [2]
- (b)** Describe **two** performance appraisal techniques. [6]
- (c)** Give **one** problem with performance appraisal techniques. [3]

**SECTION B**

Answer **one** question from this section.

**19****Are you happy?**

The managers of the Wild Oats Market in the United States were concerned about how satisfied their workers were with their working life. So they created the *happiness index* to measure the level of happiness in their workers.

- (a) Describe what psychologists have discovered about leadership and management. [8]
- (b) Evaluate what psychologists have discovered about leadership and management. [10]
- (c) Giving reasons for your answer suggest how you, as manager, would ensure satisfaction in your workers. [6]

**20****Substitution**

Psychologists should ensure that any work design, such as instruments on a control panel, should be able to be used by any human efficiently, effectively and safely. But sometimes one instrument on a control panel is confused with another and this may have serious consequences. This is called a substitution error.

- (a) Describe what psychologists have found out about human factors in work design. [8]
- (b) Evaluate what psychologists have found out about human factors in work design. [10]
- (c) Giving reasons for your answer, suggest an efficient workspace design for a student. [6]

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