



Cambridge International AS & A Level

PSYCHOLOGY

9990/42

Paper 4 Specialist Options: Application

October/November 2023

1 hour 30 minutes



You must answer on the enclosed answer booklet.

You will need: Answer booklet (enclosed)

INSTRUCTIONS

- Answer **four** questions in total:
 - Answer questions from **two** options.
 - Section A: answer **two** questions.
 - Section B: answer **one** question.
 - Section C: answer **one** question.
- Follow the instructions on the front cover of the answer booklet. If you need additional answer paper, ask the invigilator for a continuation booklet.

INFORMATION

- The total mark for this paper is 60.
- The number of marks for each question or part question is shown in brackets [].

This document has **8** pages. Any blank pages are indicated.

Section A

You must answer **two** questions from this section.
Answer all the parts for the two questions you choose.

Psychology and abnormality

- 1 Generalised anxiety is a disorder that can be caused by a wide range of situations or events, rather than one specific event. Whereas for phobias, it is possible to have a specific phobia, such as an animal phobia. Generalised anxiety can be measured using the GAD-7.
- (a) Outline **two** characteristics of generalised anxiety, other than it being caused by a wide range of situations or events, rather than one specific event. [2]
 - (b) Explain how the GAD-7 measures generalised anxiety. [4]
 - (c) Outline **two** case studies that investigated a child with an animal phobia. [4]
 - (d) Discuss the strengths and weaknesses of using psychometric tests, such as the GAD-7, to measure generalised anxiety. You should include a conclusion in your answer. [5]

Psychology and consumer behaviour

- 2 Eye-tracking is the technique of using scientific equipment to measure eye movements. Atalay et al. (2012) investigated the central gaze cascade effect using both laboratory and 'offline'/real-life contexts. They used eye-tracking to study whether the shelf position of an item affected whether it was chosen by participants.
- (a) Explain what is meant by the term 'central gaze cascade effect' in this study. [2]
 - (b) Suggest **two** strengths of using eye-tracking to gather data in this study. [4]
 - (c) (i) Explain how Study 2 was conducted in an 'offline'/real-life context. [2]
 - (ii) Explain **one** finding from Study 2. [2]
 - (d) Discuss the strengths and weaknesses of using laboratory experiments to gather data on consumer product choice. You should include a conclusion in your answer. [5]

Psychology and health

- 3 It is possible that doctors use medical terminology that patients do not understand. McKinlay (1975) conducted a study into the words which the doctors used in a maternity hospital. Thirteen words that could be misunderstood were used in the study. Patients, categorised as 'utiliser' and 'under-utiliser', were interviewed and their qualitative answers were recorded.
- (a) Explain how the participants' knowledge of these thirteen words was assessed in the interview. [2]
 - (b) Outline **two** findings from this study. [4]
 - (c) (i) Explain **one** strength of gathering qualitative data in this study. [2]
 - (ii) Suggest how the reliability of the data in this study could be assessed. [2]
 - (d) Discuss the strengths and weaknesses of using face-to-face interviews to gather data about patient medical knowledge. You should include a conclusion in your answer. [5]

Psychology and organisations

- 4 Sabotage quotes from workers:
 Ron: 'When I worked in a car factory, I would put a banana in a door panel. The new car would smell for weeks.'
 John: 'When at work in a factory, I would force a wire basket into the machinery. It gave us a 20-minute break while it was fixed.'
- Giacalone and Rosenfeld (1987) conducted a study using a questionnaire with a 7-point scale. They classified sabotage into different methods/forms (actions workers used to sabotage) and different reasons (why workers sabotaged).
- (a) Identify **two** reasons for sabotage as identified by Giacalone and Rosenfeld. [2]
 - (b) Suggest **two** reasons why the findings of this study **cannot** be generalised. [4]
 - (c) Suggest **two** ways in which sabotage could be investigated, other than by questionnaire. [4]
 - (d) Discuss the strengths and weaknesses of using closed questions to gather data from workers about sabotage in their organisation. You should include a conclusion in your answer. [5]

Section B

You must answer **one** question from this section.

Psychology and abnormality

- 5 (a) Design a study using a questionnaire to investigate the frequency of characteristics of addiction in a group of individuals diagnosed with a gambling disorder. [10]
- (b) Explain the psychological and methodological evidence on which your study is based. [8]

Psychology and consumer behaviour

- 6 Menu 'eye magnets' include the font size and font colour of the menu items.
- (a) Design an experiment to investigate which eye magnet leads to the **most** increased orders. [10]
- (b) Explain the psychological and methodological evidence on which your experiment is based. [8]

Psychology and health

- 7 Lau et al. (1990) studied beliefs about health change in adolescents using questionnaires.
- (a) Design a longitudinal study using an interview to investigate beliefs about health change in adults. [10]
- (b) Explain the psychological and methodological evidence on which your study is based. [8]

Psychology and organisations

- 8 (a) Design a study using a questionnaire to investigate which 'hygiene' and 'motivator' factors (Herzberg, 1959) are **most** likely to cause job satisfaction/job dissatisfaction. [10]
- (b) Explain the psychological and methodological evidence on which your study is based. [8]

Section C

You must answer **one** question from this section.

Psychology and abnormality

- 9 *'A case study of a person with an impulse control disorder, such as kleptomania, will reveal more about the characteristics of the disorder than any other method.'*

To what extent do you agree with this statement? Use examples of research you have studied to support your answer. [12]

Psychology and consumer behaviour

- 10 *'If space between restaurant tables is too small it will always cause overload, arousal and behaviour constraint in customers.'*

To what extent do you agree with this statement? Use examples of research you have studied to support your answer. [12]

Psychology and health

- 11 *'Disclosure of information to a computer will one day remove the need for diagnosis by a doctor.'*

To what extent do you agree with this statement? Use examples of research you have studied to support your answer. [12]

Psychology and organisations

- 12 *'Scully's levels of leadership theory is reductionist, as are all leadership theories.'*

To what extent do you agree with this statement? Use examples of research you have studied to support your answer. [12]

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