



Thursday 10 January 2013 – Afternoon

AS GCE PSYCHOLOGY

G541/01 Psychological Investigations

Candidates answer on the Question Paper.

OCR supplied materials:

None

Other materials required:

None

Duration: 1 hour



Candidate forename		Candidate surname	
-----------------------	--	----------------------	--

Centre number						Candidate number				
---------------	--	--	--	--	--	------------------	--	--	--	--

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 Sections A, B and C.
- 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 **60**.
- Quality of written communication is assessed throughout this paper.
- This document consists of **12** pages. Any blank pages are indicated.

2

SECTION A

Answer **all** questions.

Researchers conducted a study investigating the correlation between how tall a person is and how confident they are. Each participant’s height was first measured in centimetres (cm) and then they were asked to rate themselves on a scale of 1 to 100 how confident they would be about giving a public speech (where 1 = not confident at all and 100 = totally confident).

Participant (initials)	Height (cm)	Confidence level about giving a public speech (1 to 100)
MM	185	55
GS	158	65
VW	188	95
MJ	148	60
EP	170	84
HA	178	90
HC	193	100
JW	162	75

1 Suggest an appropriate alternate hypothesis for this study.

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

..... **[4]**

4

4 Identify **two** findings from the data in this study.

.....

.....

.....

.....

.....

.....

.....

.....

..... [4]

5 Explain what is meant by a positive correlation.

.....

.....

.....

..... [2]

5

SECTION B

Answer **all** questions.

A group of psychologists are interested in conducting an observation study of how people behave on a beach when on holiday.

6 (a) Describe an appropriate procedure that could be used in this study.

.....
.....
.....
.....
.....
.....
.....
.....
.....
.....
.....
.....
.....
.....
.....
.....
.....
.....
.....
.....

[6]

6

(b) Evaluate the reliability and validity of carrying out the study in this way.

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

..... [6]

7 (a) What is event sampling?

.....

.....

.....

..... [2]

7

(b) Describe **one** strength and **one** weakness of event sampling if it were used in this study.

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

..... [4]

8 Identify **one** ethical issue in this study.

.....

.....

.....

.....

..... [2]

8

SECTION C

Answer **all** questions.

Psychologists wanted to investigate if the colour of food influenced how it tasted. To do this they made two bowls of mashed potato. One was normal creamy white in appearance, whereas the other had a green, tasteless and odourless food colouring added. Each participant had to taste both the normal and the green potato and rate how much they liked each one using a scale of 1 (don't like it at all) to 10 (like it a lot).

9 (a) Identify the experimental design used in this study.

.....
.....
.....
..... [2]

(b) Outline **one** strength and **one** weakness of using this experimental design in this study.

.....
.....
.....
.....
.....
.....
.....
.....
.....
.....
.....
.....
.....
.....
.....
.....
.....
.....
.....
..... [6]

10 Identify the independent variable (IV) and dependent variable (DV) in this study.

.....
.....
.....
..... [2]

11 Describe and evaluate **one** other way to measure the dependent variable (DV) in this study.

.....
.....
.....
.....
.....
.....
.....
.....
.....
.....
.....
.....
.....
.....
.....
.....
.....
.....
.....
.....
.....
.....
..... [10]

END OF QUESTION PAPER

ADDITIONAL ANSWER SPACE

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

A large area of lined paper for writing answers. It features a vertical margin line on the left side and horizontal dotted lines for writing. The lines are evenly spaced and cover most of the page area.

A large grid of horizontal dotted lines for writing, with a solid vertical line on the left side. The grid consists of 25 rows of horizontal dotted lines, each row separated by a solid vertical line on the left. The lines are evenly spaced and extend across most of the page width.

PLEASE DO NOT WRITE ON THIS PAGE



Copyright Information

OCR is committed to seeking permission to reproduce all third-party content that it uses in its assessment materials. OCR has attempted to identify and contact all copyright holders whose work is used in this paper. To avoid the issue of disclosure of answer-related information to candidates, all copyright acknowledgements are reproduced in the OCR Copyright Acknowledgements Booklet. This is produced for each series of examinations and is freely available to download from our public website (www.ocr.org.uk) after the live examination series.

If OCR has unwittingly failed to correctly acknowledge or clear any third-party content in this assessment material, OCR will be happy to correct its mistake at the earliest possible opportunity.

For queries or further information please contact the Copyright Team, First Floor, 9 Hills Road, Cambridge CB2 1GE.

OCR is part of the Cambridge Assessment Group; Cambridge Assessment is the brand name of University of Cambridge Local Examinations Syndicate (UCLES), which is itself a department of the University of Cambridge.