

THIS IS A NEW SPECIFICATION



**ADVANCED SUBSIDIARY GCE**  
**PSYCHOLOGY**  
 Psychological Investigations

**G541**

Candidates answer on the Question Paper

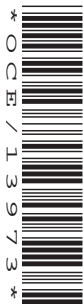
**OCR Supplied Materials:**

None

**Other Materials Required:**

None

**Monday 7 June 2010**  
**Afternoon**

**Duration: 1 hour**

Candidate Forename		Candidate Surname	
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Centre Number						Candidate Number				
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**INSTRUCTIONS TO CANDIDATES**

- Write your name clearly in capital letters, your Centre Number and Candidate Number in the boxes above.
- Use black ink. Pencil may be used for graphs and diagrams only.
- Read each question carefully and make sure that you know what you have to do before starting your answer.
- Answer **all** questions in Sections A, B and C.
- Do **not** write in the bar codes.
- Write your answer to each question in the space provided. If additional space is required, you should use the lined pages at the end of this booklet. The question number(s) must be clearly shown.

**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 amount of sleep and concentration. First, participants were asked how long they had slept the previous night in hours and minutes. This was then recorded as 'total minutes slept'. Concentration was then assessed using a letter cancellation task in which subjects had two minutes to read an extract from a book, counting the number of times that the letter 'f' appeared. The data is presented in the table below.

Participant (initials)	Total minutes slept the night before	Number of times the letter 'f' was identified
MM	480	14
MJ	270	12
JW	420	24
CC	390	20
EP	450	25
HA	180	8
MH	300	16
JD	360	18

1 Identify **one** strength and **one** weakness of the correlational method.

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2 Suggest an appropriate alternate hypothesis for this study.

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

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## 5

## Section B

Answer **all** questions.

Researchers conducted an *independent measures design* experiment in a local coffee bar, investigating whether receiving physical contact from someone increases their rating of friendliness.

The experiment took place between 11am and 2pm on a Wednesday. As members of the public left the coffee bar after paying, some were touched lightly on the upper arm by the cashier, whereas others were not. Outside the coffee bar, members of the public were asked how friendly they thought the staff were on a scale of 1 ('not very friendly') to 10 ('extremely friendly').

- 6 Identify the sampling technique used to obtain participants for this study and suggest **one** weakness with it.

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- 7 What is an '*independent measures design*'?

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9 (a) Identify the dependent variable (DV) in this study.

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(b) Outline **one** strength and **one** weakness of the way that the dependent variable (DV) has been measured in this study.

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**Section B Total [20]**

Section C

Answer **all** questions.

A researcher has become interested in studying stress associated with driving and wishes to conduct an investigation to assess stress levels of motorists in England using the self-report method.

10 Identify **one** strength and **one** weakness of using the self-report method in this study.

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11 Describe and evaluate an appropriate sampling technique for this study.

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12 (a) Suggest an appropriate question using a rating scale, which could be used in this study.

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(b) Evaluate the validity of using this question in this study.

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**Section C Total [20]**





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