



Monday 18 June 2012 – Morning

A2 GCE PSYCHOLOGY

G544/01 Approaches and Research Methods in Psychology

Candidates answer on the Question Paper.

OCR supplied materials:

None

Other materials required:

None

Duration: 1 hour 30 minutes



Candidate forename		Candidate surname	
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Centre number						Candidate number				
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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 **Section A** and **either** question 8 **or** question 9 in **Section B**.
- 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 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 **80**.
- This document consists of **24** pages. Any blank pages are indicated.

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Section A

Your task is to answer questions about how a piece of research related to the passage below could be conducted.

Psychologists are interested in finding solutions to practical problems. Everyday activities can be studied experimentally by investigating behaviour under controlled conditions. In an experiment, participants can be allocated to conditions using a matched pairs design.

You must choose **one** of the options **(a)** to **(g)**:

- (a)** The effect of lack of sleep on memory for everyday objects.
- (b)** The effect of listening to music on the ability to solve mathematical problems.
- (c)** The effect of drinking coffee on driving skill.
- (d)** The effect of time of day on reading speed.
- (e)** The effect of noise on the ability to solve crossword puzzles.
- (f)** The effect of imagery on memory for fairy tales.
- (g)** The effect of imagery on memory for everyday objects.

You must use a matched pairs design experiment and plan to match the participants on one relevant characteristic. It must be a practical project that could be conducted.

3 Outline **one** strength of using the matched pairs design in your practical project.

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..... [3]

4 (a) What does $p \leq 0.05$ level of significance mean?

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..... [2]

(b) If you obtained this level of significance in your practical project, explain what this would mean in relation to your null hypothesis.

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..... [4]

7

5 Describe an alternative experimental design to using matched pairs in your practical project.

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..... [3]

6 Explain how you would deal with **one** ethical issue in your practical project.

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..... [3]

7 Identify **one** extraneous variable in your practical project and suggest how it could be controlled.

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..... [3]

Section A Total [40]

8

Section B

You must answer **either** question 8 **or** question 9.

EITHER

- 8 (a) Briefly outline the cognitive approach to psychology. [4]
- (b) Describe **two** pieces of research that use the cognitive approach to psychology. [8]
- (c) Discuss the strengths and limitations of using the cognitive approach to explain behaviour. Use examples of psychological research to support your answer. [12]
- (d) Compare the cognitive approach with the behaviourist perspective. Use examples of psychological research to support your answer. [8]
- (e) Discuss the determinism and free will debate in psychology. [8]

If you choose to answer question 8, write your answers on pages 9 to 15

OR

- 9 (a) Briefly outline what is meant by snapshot studies in psychology. [4]
- (b) Describe **two** studies in psychology that can be considered snapshot. [8]
- (c) Discuss the strengths and limitations of conducting snapshot studies to investigate behaviour. Use examples of psychological research to support your answer. [12]
- (d) Compare the experimental method with the case study method. Use examples of psychological research to support your answer. [8]
- (e) Discuss the usefulness of longitudinal research in psychology. [8]

If you choose to answer question 9, write your answers on pages 16 to 21

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OR

9 (a) Briefly outline what is meant by snapshot studies in psychology.

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..... [12]

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