



Monday 17 June 2013 – 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	
-----------------------	--	----------------------	--

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 **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 pages 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.

SECTION A

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

Questionnaires are often used to assess people's attitudes to current events and to factors affecting attitude change. Psychologists have obtained information on such diverse topics as attitudes to body image and attitudes to drinking and driving. This information has enabled research into the factors affecting attitude change.

You must choose **one** of the options **(a)–(g)**.

- (a)** Attitudes to drink driving.
- (b)** Attitudes to riots.
- (c)** Attitudes to parental discipline.
- (d)** Attitudes to stress.
- (e)** Attitudes to drugs in sport.
- (f)** Attitudes to body image.
- (g)** Attitudes to the death penalty.

You must design a study that uses a questionnaire to collect data from a self-selected sample. It must be a practical project that could be conducted.

3
SECTION A

Answer **all** the questions in **Section A** in relation to your questionnaire.

State the option **(a)–(g)** you have chosen for your practical project

1 State the aim of your practical project.

.....

.....

.....

.....

.....

.....

.....

.....

[2]

3 Outline **one** disadvantage of using a questionnaire in your practical project.

.....
.....
.....
.....
.....
..... [3]

4 Assess the reliability of the measurement of attitudes in your practical project.

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

5 How could you obtain nominal level data from your practical project?

.....
.....
.....
.....
.....
..... [3]

6 Suggest **one** way you could ensure that your practical project was ethical.

.....
.....
.....
.....
..... [3]

7 Suggest alternative future research that might be conducted that follows on from your practical project. Explain your answer.

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

8

SECTION B

Answer **either** question 8 **or** question 9.

EITHER

- 8 (a) Briefly outline the nature-nurture debate in psychology. [4]
- (b) Describe **two** pieces of research that support the nurture side of the nature-nurture debate in psychology. [8]
- (c) Discuss the strengths and limitations of the behaviourist perspective to explain behaviour. Use examples of psychological research to support your answer. [12]
- (d) Compare the behaviourist perspective with the physiological approach. Use examples of psychological research to support your answer. [8]
- (e) Discuss the extent to which the behaviourist perspective supports the nurture side of the nature-nurture debate in psychology. [8]

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

OR

- 9 (a) Briefly outline the case study method in psychology. [4]
- (b) Describe **two** pieces of psychological research that use the case study method. [8]
- (c) Discuss the strengths and limitations of conducting research using the case study method. Use examples of psychological research to support your answer. [12]
- (d) Compare the case study method with the observational method. Use examples of psychological research to support your answer. [8]
- (e) Discuss the extent to which the case study method is holistic. [8]

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

EITHER

8 (a) Briefly outline the nature-nurture debate in psychology.

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

[4]

PLEASE DO NOT WRITE ON THIS PAGE

TURN OVER FOR QUESTION 8(c)

.....

.....

.....

.....

TURN OVER FOR QUESTION 8(d)

OR

9 (a) Briefly outline the case study method in psychology.

.....

.....

.....

.....

.....

.....

.....

.....

..... [4]

.....

.....

.....

.....

TURN OVER FOR QUESTION 9(d)

ADDITIONAL ANSWER SPACE

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

A large area of the page is reserved for writing. It consists of a solid vertical line on the left side and a series of horizontal dotted lines extending across the page. This layout is designed to provide a structured space for students to write their answers to questions.

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.