

Advanced GCE

GCE PSYCHOLOGY

Unit G544: Approaches and Research Methods
in Psychology

Specimen Paper

G544 QP

Morning/Afternoon

Time: 1 hour 30 minutes

Additional Materials: Answer Booklet (...pages)



INSTRUCTIONS TO CANDIDATES

- Answer **all** the questions in Section A and one question in Section B.

INFORMATION FOR CANDIDATES

- The number of marks for each question is given in brackets [] at the end of each question or part of question.
- The total number of marks for this paper is **80**.

ADVICE TO CANDIDATES

- Read each question carefully and make sure you know what you have to do before starting your answer.

Quality of written communication is assessed throughout this paper.

Candidates should;

- (i) ensure that text is legible and that spelling, punctuation and grammar are accurate so that meaning is clear;
- (ii) select and use a form and style of writing appropriate to purpose and to complex subject matter
- (iii) organise information clearly and coherently, using specialist vocabulary when appropriate

This document consists of **5** printed pages.

Read the passage below.

Last year I was reading a number of news articles about people and their memories. There was the world wide hunt for the identity of a man who had lost his memory; remembering nothing, not his name, address, family or friends, what his job was, or how he came to be wandering around in a city.

A few days later there was a report on a woman who could not forget anything, given a date in the last 20 years she could recall all the details of where she was, what she was wearing, who she met, what she ate and how she felt.

Added to this every year there is the world memory championships, where people compete to see who can recall the longest sequence of playing cards or random words, using a variety of strategies to enhance their memory.

- Do men forget more than women?
- Are the stereotypes; of men remembering facts, such as football scores, better than women; true?
- Do women remember emotional events better than men?
- Is it easier to remember items that are organised or grouped together?
- Does visualising items from a shopping list help in recalling them later?
- Do some people have a better memory for material presented as pictures rather than words?
- Would it be better to learn lines for a part in a play by repeating them or writing them out?

You are required to design a practical project to investigate one of the above research questions. It must be an independent measures design experiment and you must plan to collect at least ordinal data.

It should be a project that you could carry out.

Section A

Answer **all** the following questions.

State the research question you will investigate.

1 State an operationalised hypothesis for your investigation **[3]**

2 Describe the procedure for your investigation, making clear how you would measure the dependent variable and giving examples of materials you would use?

Marks are awarded for the quality of your design and the details and replicability of your design as well as the fitness of the design for purpose. **[13 + 6]**

3 If, having carried out your investigation and an inferential statistical test, your experimental hypothesis was found to be significant for $p < 0.05$, what would 'p < 0.05', mean? **[3]**

4 (a) Describe **one** weakness of the independent samples design in relation to your investigation. **[3]**

(b) Consider **one** way in which the effects of the weakness could be reduced. **[3]**

5 Discuss the ecological validity of your measurement of the dependent variable. **[3]**

6 Outline one way in which you show your awareness for ethical issues in the conduct of your study. **[3]**

7 Outline **one** further aspects of your question, which you could investigate in a future practical project, justify your answer. **[3]**

Section A Total [40]

[Turn over

Section B

Answer **one** question from this section.

- 8 (a)** Using your knowledge of psychology, outline the design of a basic experiment. **[4]**
- (b)** Describe how the experimental method was used in any two pieces of psychological research that you have studied. **[8]**
- (c)** Using examples, compare the use of experiments with any one other method used in psychology. **[12]**
- (d)** Explain the advantages of using the experimental method. **[8]**
- (e)** Discuss how laboratory based research can be useful in our understanding of everyday life. **[8]**
- 9 (a)** Using your knowledge of psychology, briefly outline the physiological approach. **[4]**
- (b)** Describe two pieces of psychological research that use physiological approach. **[8]**
- (c)** Using examples of research that you have studied, discuss the strengths and limitations of explaining behaviour using the physiological approach. **[12]**
- (d)** Compare the physiological approach with any one other approach in psychology. **[8]**
- (e)** Discuss how the physiological approach can help our understanding of everyday life. **[8]**

Section B Total [40]

Paper Total [80]

SPECIMEN

Copyright Acknowledgements:

Permission to reproduce items where third-party owned material protected by copyright is included has been sought and cleared where possible. Every reasonable effort has been made by the publisher (OCR) to trace copyright holders, but if any items requiring clearance have unwittingly been included, the publisher will be pleased to make amends at the earliest opportunity.

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

© OCR 2007