



GCE AS/A level

1332/01

PSYCHOLOGY

**UNIT PY2 – PSYCHOLOGY: CORE STUDIES
AND APPLIED RESEARCH METHODS**

P.M. TUESDAY, 17 January 2012

1³/₄ hours

ADDITIONAL MATERIALS

In addition to this examination paper, you will need a 12 page answer book.

INSTRUCTIONS TO CANDIDATES

Use black ink or black ball-point pen.

Answer **all** questions in Section A **and** Section B.

Answer **all** parts of **either** Question 7 **or** Question 8 in Section C.

INFORMATION FOR CANDIDATES

Mark allocations are shown in brackets.

Note the information given at the start of every section.

You are reminded that assessment will take into account the quality of written communication used in answers for all questions in Section A.

SECTION A

*Answer **all** questions in this section.*

You are reminded that the focus of your response must be the skill of knowledge and understanding.

1. Summarise the aims **and** context of Bennett-Levy and Marteau's (1984) research '*Fear of Animals: what is prepared?*'. [12]
2. Outline the procedures of Rosenhan's (1973) research '*On Being Sane in Insane Places*'. [12]
3. Describe the findings **and** conclusions of Loftus and Palmer's (1974) research '*Reconstruction of Automobile Destruction: An Example of the Interaction Between Language and Memory*'. [12]

SECTION B

*Answer **all** questions in this section.*

You are reminded that the focus of your response must be the skill of analysis and evaluation.

4. Evaluate the methodology of Gibson and Walk's (1960) research '*The Visual Cliff*'. [12]
5. Evaluate the methodology of Buss's (1989) research '*Sex differences in human mate preferences*'. [12]
6. With reference to alternative evidence, critically assess Asch's (1955) research '*Opinions and Social Pressure*'. [12]

SECTION C

Answer **all** parts of **either** question 7 **or** question 8.

You are reminded that the focus of your response must be the application of knowledge of research methods to the novel situation.

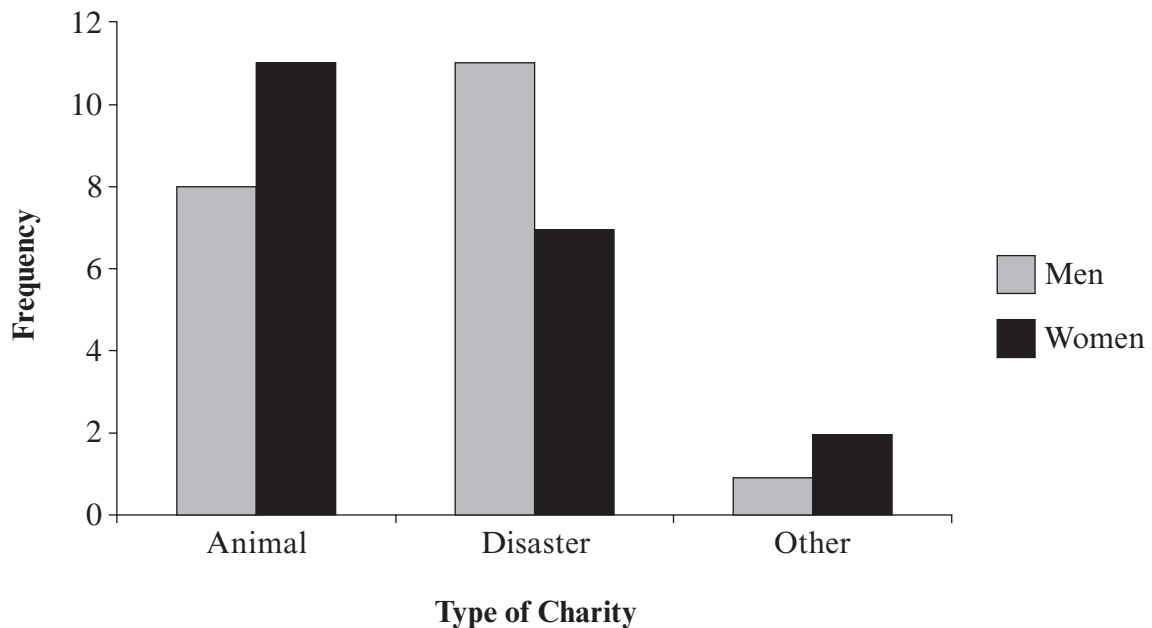
7. A psychologist is conducting a field experiment to investigate if the presence of a police car causes motorists to slow down. The psychologist measures the speed of motorists using a hand-held speed camera. Using a systematic sample, the psychologist measures the speed of 20 motorists with a police car present, and another 20 motorists without a police car present. The psychologist then calculated the range of speeds for both conditions.

	Range of speed in miles per hour
Police car present	8
Police car absent	17

- (a) Outline **one** advantage and **one** disadvantage of using a field experiment in this research. [3]
- (b) Identify **one** issue of reliability in this research and describe how you could deal with this issue of reliability. [3]
- (c) Identify **one** issue of validity in this research and describe how you could deal with this issue of validity. [3]
- (d) Outline **one** advantage and **one** disadvantage of systematic sampling in this research. [3]
- (e) Discuss **one** ethical issue that might arise in this research. [3]
- (f) State **one** conclusion that can be drawn from the range values in this research. [3]

QUESTION 8 IS ON THE NEXT PAGE

8. A team of psychologists conducted an investigation to see if there is a difference in the sort of charities to which women and men donate money. They randomly selected 20 women and 20 men from a workplace. They were asked to complete a questionnaire that listed various charities. One question asked them to name the charity to which they had most recently given money. The psychologists then categorised the various charities and recorded their results on a bar chart.



- (a) Outline **one** advantage and **one** disadvantage of using a questionnaire in this research. [3]
- (b) Identify **one** issue of reliability in this research and describe how you could deal with this issue of reliability. [3]
- (c) Identify **one** issue of validity in this research and describe how you could deal with this issue of validity. [3]
- (d) Outline **one** advantage and **one** disadvantage of random sampling in this research. [3]
- (e) Discuss **one** ethical issue that might arise in this research. [3]
- (f) State **one** conclusion that can be drawn from the bar chart in this research. [3]