



GCE AS/A level

1332/01

PSYCHOLOGY – PY2

Core Studies and Applied Research Methods

A.M. MONDAY, 20 January 2014

1 hour 45 minutes

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 Rosenhan's (1973) research '*On Being Sane in Insane Places*'. [12]
2. Outline the procedures of Bennett-Levy and Marteau's (1984) research '*Fear of Animals: what is prepared?*'. [12]
3. Describe the findings **and** conclusions of Rahe, Mahan and Arthur's (1970) research '*Prediction of near-future health change from subjects' preceding life changes*'. [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 Asch's (1955) research '*Opinions and Social Pressure*'. [12]
5. Evaluate the methodology of Gibson and Walk's (1960) research '*The Visual Cliff*'. [12]
6. With reference to alternative evidence, critically assess Langer and Rodin's (1976) research '*The effects of choice and enhanced personal responsibility for the aged: A field experiment in an institutional setting*'. [12]

SECTION C

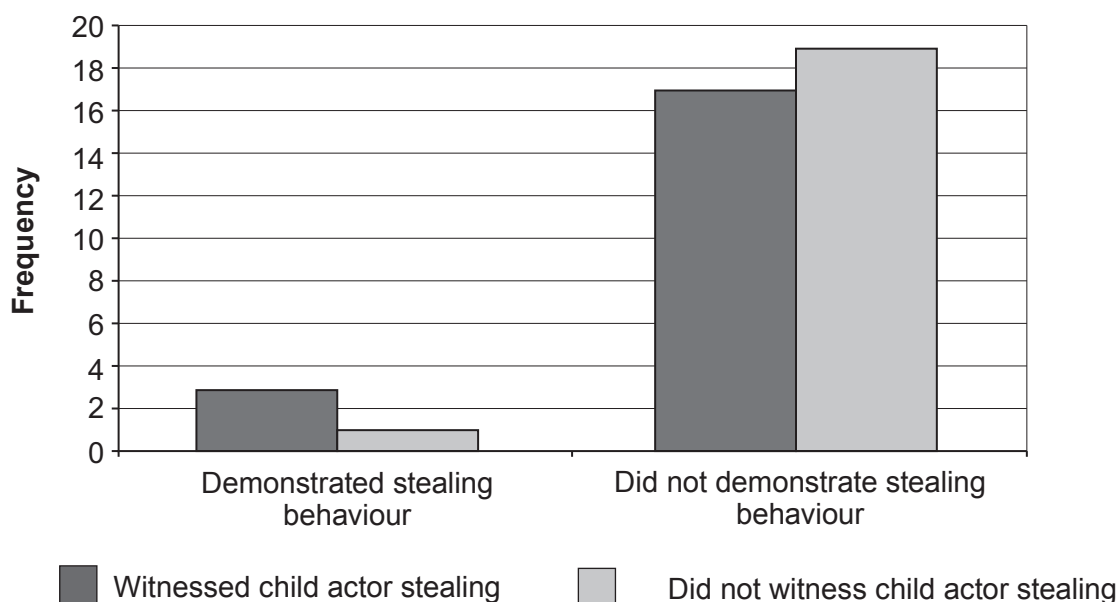
Answer **all** parts of **either** question 7 or question 8.

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

Either,

7. A team of psychologists conducted a field experiment in a shop. They investigated whether a child would imitate 'stealing' behaviour. 40 children were selected using a systematic sample of the shop's customers. 20 participants witnessed a child actor stealing a chocolate bar and the remaining 20 participants did not. The psychologists observed how many participants then demonstrated 'stealing' behaviour and reported their results using a bar chart (see below).

Fig 1. Bar chart to show the frequency of stealing behaviour.



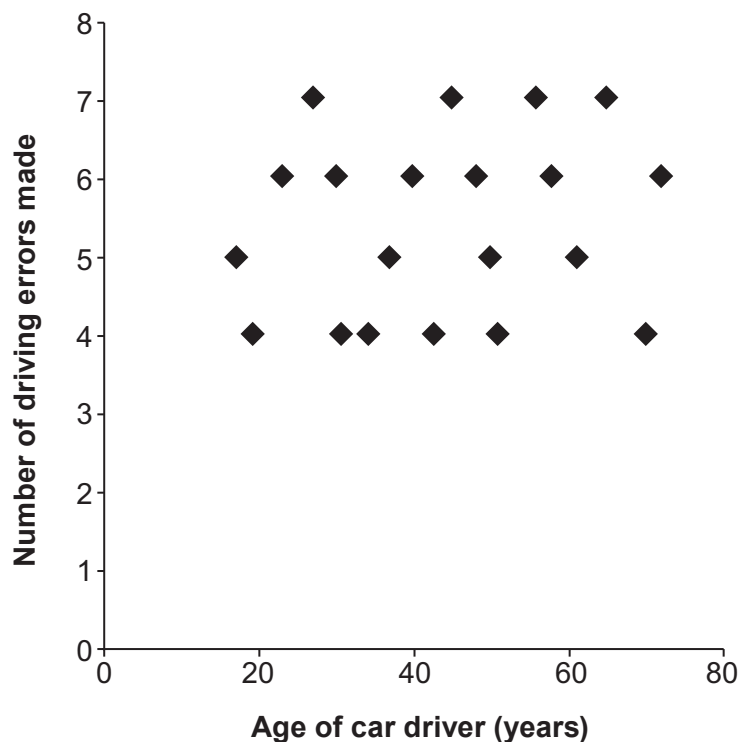
- (a) Outline **one** advantage and **one** disadvantage of using a field experiment in this research. [3]
- (b) Identify **one** issue of reliability in this research and describe how you could deal with this issue of reliability. [3]
- (c) Identify **one** issue of validity in this research and describe 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 bar chart in this research. [3]

QUESTION 8 IS ON THE NEXT PAGE

Or,

8. A psychologist investigated if there was a correlation between the age of car drivers and the number of driving errors made. The researcher used a quota sample of 20 drivers (selected to include various ages) and then asked them to complete a 1 hour session in a driving simulator. The number of errors they made were recorded and plotted with their ages in a scattergraph (see below).

Fig. 2. Scattergraph to show the age of driver and the number of driving errors made.



- (a) Outline **one** advantage and **one** disadvantage of using a correlation 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 quota 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 scattergraph in this research. [3]

END OF PAPER