



**GCE A level**

1333/01

**PSYCHOLOGY – PY3**

**Research Methods And Issues In Research**

P.M. THURSDAY, 16 January 2014

1 hour 30 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 and **two** questions from Section C.

Write your answers in the separate answer book provided.

### **INFORMATION FOR CANDIDATES**

The number of marks is given in brackets at the end of each question or part-question.

Note the information given at the start of every section.

**SECTION A**

1. *Read the following material and answer all the questions that follow.  
You are advised to spend at least 5 minutes reading the information provided.*

A laboratory experiment was carried out to investigate whether audio presentation of information is **more** effective than visual presentation of information in improving memory recall. Two groups of ten participants were selected by random sampling. Group one (audio) was given a memory test which involved them listening to a list of twenty objects that was read aloud. The participants then wrote down as many objects as they could remember. Group two (visual) was given a memory test later in the day but instead of the names of the objects being read aloud, images of the same objects were shown.

The results supported the hypothesis, 'visual presentation improves memory recall better than audio methods of presentation'.

- (a) (i) Define what is meant by the term 'laboratory experiment'. [2]  
(ii) Explain **one** advantage and **one** disadvantage of a laboratory experiment. [4]
- (b) (i) Define what is meant by the term 'hypothesis'. [2]  
(ii) Identify the independent variable (IV) in the above study. [1]  
(iii) Identify the dependent variable (DV) in the above study. [1]  
(iv) State an appropriate non-directional hypothesis for this study. [2]
- (c) Define what is meant by the term 'validity'. [2]
- (d) Explain how the content validity could be assessed in the above study. [2]
- (e) Give **one** advantage of using random sampling. [2]
- (f) Identify and explain **one** confounding variable that may affect psychological research. [2]
- (g) A Mann Whitney U test was used to analyse the data in this study. Give **two** reasons why this test was appropriate. [2]
- (h) Describe what is meant in psychological research by:  
(i) 'a lack of informed consent'; [2]  
(ii) 'failure to protect participants from psychological harm'. [2]

**Total marks 26**

## SECTION B

2. *Read the following material and answer all the questions that follow.  
You are advised to spend at least 5 minutes reading the information provided.*

A psychologist carried out a case study on a young woman who was suffering from sleep deprivation due to nightmares. These were so frightening that they were waking her up. The young woman was asked to keep a diary of these nightmares over a three month period. The psychologist researched the young woman's background, collecting information on her family, her childhood experiences and her medical history. The psychologist came to the conclusion that the nightmares were linked to the young woman's experiences as a child when she suffered from a fear of the dark.

- (a) (i) Define what is meant by the term 'case study'. [2]  
(ii) Explain **one** advantage and **one** disadvantage of a case study. [4]
- (b) Qualitative data can be analysed by using content analysis. Explain **one** advantage of using content analysis in psychological research. [2]
- (c) Define what is meant by the term 'reliability'. [2]
- (d) (i) Explain **one** issue that would affect the validity of the psychologist's interpretation of the young woman's nightmares. [2]  
(ii) Explain **one** issue that would affect the validity of the content of the young woman's diary. [2]
- (e) (i) A case study can produce qualitative data. Define what is meant by the term 'qualitative data'. [2]  
(ii) Explain **one** advantage of qualitative data. [2]  
(iii) Explain **one** disadvantage of qualitative data. [2]
- (f) Describe what is meant in psychological research by:  
(i) 'deception'; [2]  
(ii) 'confidentiality'. [2]

**Total marks 24**

**SECTION C**

*Answer two of the following questions.*

3. Explain the advantages of the use of the scientific method in psychology. [15]
4. Discuss the disadvantages of the use of the scientific method in psychology. [15]
5. Comment on ethical issues in the use of non-human participants in research in psychology. [15]

**END OF PAPER**