



GCE AS/A LEVEL – NEW

2290U20-1



S17-2290U20-1

PSYCHOLOGY – AS unit 2
Using Psychological Concepts

MONDAY, 22 MAY 2017 – AFTERNOON

1 hour 30 minutes

ADDITIONAL MATERIALS

In addition to this examination paper, you will need a WJEC pink 16-page answer book. You may require a calculator and a ruler.

INSTRUCTIONS TO CANDIDATES

Use black ink or black ball-point pen.
Answer **all** questions in Section A **and** Section B.
Write your answers in the separate answer booklet provided.

INFORMATION FOR CANDIDATES

The number of marks is given in brackets at the end of each question or part-question. You are reminded of the need for good English and orderly clear presentation in your answers. Assessment will take into account the quality of written communication used in your answers.

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

SECTION A – Contemporary Debate

1. Discuss the use of conditioning techniques to control the behaviour of children, including ethical **and** social implications. [20]

SECTION B – Principles of Research and Application of Research Methods

2. Define what is meant by the term ‘operationalisation of variables’. [2]
3. Milgram’s (1963) ‘*Behavioral study of Obedience*’ used a volunteer (self-selected) sample.
 - (a) Describe **one** advantage and **one** disadvantage of the use of self-selected sampling in Milgram’s study. [4]
 - (b) Explain how **one** other sampling technique could have been used by Milgram to select his participants. [2]
4. Suggest **one** reason why Kohlberg (1968) may have chosen only to sample boys from early adolescence onwards, rather than girls, in his research ‘*The child as a moral philosopher*’. [3]
5. As part of his research, ‘*The child as a moral philosopher*’, Kohlberg (1968) had to consider ‘culture bound moral concepts.’
 - (a) Define the term ‘researcher bias’. [2]
 - (b) Explain how researcher bias might impact the validity of a study, with reference to Kohlberg’s research. [6]

6. A group of psychologists were interested in whether females are better at assembling flat-pack furniture than males. The psychologists used systematic sampling to select 10 females and 10 males who were shopping at a local DIY store. The flat-packs were assembled in the participants' own homes as part of a quasi-experiment.
- (a) Identify **one** difference between an experiment and a quasi-experiment. [1]
- (b) Briefly explain **one** disadvantage of an independent groups design. [2]
- (c) Evaluate research which is conducted in the field. [6]

Results from the above research were placed into a frequency table.

Female Participants		Male Participants	
Participant number	Time taken to complete the flat-packed furniture (in minutes)	Participant Number	Time taken to complete the flat-packed furniture (in minutes)
1	105	1	83
2	92	2	72
3	78	3	100
4	87	4	63
5	62	5	68
6	110	6	79
7	98	7	84
8	200	8	96
9	85	9	101
10	73	10	94

- (d) (i) Using data from the table above, calculate the mean time taken to complete the flat-packed furniture for males **and** for females. Show your workings. [2+2]
- (ii) Draw **one** conclusion from your calculations in part (d) (i). [3]
- (iii) Outline **one** disadvantage of using the mean as a measure of central tendency to analyse this data. [2]

A psychologist recorded qualitative data whilst observing the participants. Using content analysis, they found that the women were more likely to use the instructions than the men and they were more likely to struggle with the larger sized pieces.

- (e) Outline what is meant by qualitative data. [3]
- (f) Describe, using examples, the main features of content analysis. [4]

7. A psychologist wanted to find out whether internet search engines make us feel more knowledgeable. To test this, participants were first given a film quiz, without the use of an internet search engine, and asked to rate their knowledge of films on a scale. The same participants were then given a different film quiz, where they were allowed to use an internet search engine. They then re-rated their knowledge of films.
- (a) State an alternative (or experimental) hypothesis for the above study. [2]
- (b) Identify and briefly explain why the hypothesis you stated in part (a) was directional or non-directional. [2]
- (c) Describe **one** issue of reliability in this study and outline **one** way of dealing with the issue you have described. [4]
- (d) Briefly explain **one** difference between nominal data and ordinal data. [2]
- (e) Scores for knowledge of films were recorded on a scale of 1-10. Identify the level of measurement used for the knowledge of films scale. [1]
- (f) The modal score was calculated and recorded in the table below. Using the data, draw and label a bar chart to show the results of this study. [5]

Modal score for knowledge of films in Quiz 1 (no internet use)	Modal score for knowledge of films in Quiz 2 (use of an internet search engine)
5	8

END OF PAPER