

Q1.

A psychologist studied the effects of sex-role stereotyping in the media. There were 60 participants. The psychologist assigned the first 30 people on the alphabetical list of participants to **Group 1** and assigned the remaining 30 people to **Group 2**.

The psychologist asked participants in **Group 1** to watch a list of sex-role stereotyped TV programmes over the course of a month.

The psychologist asked participants in **Group 2**, the control group, to watch a list of TV programmes which did not show sex-role stereotyping over the course of a month.

Suggest **two** examples of sex-role stereotyped behaviour that might have occurred in the TV programmes watched by **Group 1**.

(Total 2 marks)

Q2.

Outline and evaluate psychological research into androgyny.

(Total 8 marks)

Q3.

Discuss sex-role stereotypes. Refer to the likely outcome of the student's study in your answer.

(Total 8 marks)

Q4.

Outline Bem’s research into androgyny. Explain **one or more** limitation(s) of Bem’s research.

(Total 8 marks)