

Gender and Culture – Questions by Topic

Q1.

Briefly outline **one** problem associated with alpha bias in psychological research, **and one** problem associated with beta bias in psychological research.

(Total 4 marks)

Q2.

A psychologist asked men aged 25 to 35 years to keep a diary record of how many miles they walked in a week. The psychologist also asked each man to climb a flight of stairs, then took each man's heart rate. For each man, the number of miles walked in the week was correlated with heart rate after climbing stairs. The findings showed a significant negative correlation. A national newspaper reported the findings under the headline 'Everyone should walk for a healthy heart'.

- (a) Explain how the newspaper headline might be an example of beta bias. (2)
- (b) Briefly suggest **one** way in which psychologists might address the problem of beta bias in their research. (1)
- (c) Explain **one** problem with the method used to determine the number of miles walked in the week. Suggest an alternative measure that would overcome this problem. (3)

(Total 6 marks)