



Friday 27 January 2012 – Afternoon

A2 GCE PSYCHOLOGY

G544/01 Approaches and Research Methods in Psychology

Candidates answer on the Question Paper.

OCR supplied materials:

None

Other materials required:

None

Duration: 1 hour 30 minutes



Candidate forename		Candidate surname	
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Centre number						Candidate number				
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INSTRUCTIONS TO CANDIDATES

- Write your name, centre number and candidate number in the boxes above. Please write clearly and in capital letters.
- Use black ink. HB pencil may be used for graphs and diagrams only.
- Answer **all** the questions in **Section A** and **either** question 8 **or** question 9 in **Section B**.
- Read each question carefully. Make sure you know what you have to do before starting your answer.
- Write your answer to each question in the space provided. If additional space is required, you should use the lined page at the end of this booklet. The question number(s) must be clearly shown.
- Do **not** write in the bar codes.

INFORMATION FOR CANDIDATES

- The number of marks is given in brackets [] at the end of each question or part question.
- The total number of marks for this paper is **80**.
- This document consists of **24** pages. Any blank pages are indicated.

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Section A

Your task is to answer questions about how a piece of research related to the passage below could be conducted.

Correlations look for a relationship between two variables. They can be conducted on groups of people to see if there are relationships between pairs of character traits. Implicit personality theory suggests that certain traits or characteristics of a person occur together; for example happy people are usually friendly, quiet people are usually shy.

You must choose **one** of the options **(a)** to **(g)**:

- (a)** The relationship between happiness and friendliness.
- (b)** The relationship between the characteristics quiet and shy.
- (c)** The relationship between generosity and kindness.
- (d)** The relationship between good humour and popularity.
- (e)** The relationship between intelligence and academic achievement.
- (f)** The relationship between extroversion and aggressive behaviour.
- (g)** The relationship between self esteem and assertiveness.

You must use a correlational design and plan to collect at least ordinal level data. It must be a practical project that could be conducted.

3 Outline **one** disadvantage of using a correlation in your practical project.

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4 Evaluate the measurement of **one** of the variables in your practical project.

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5 Explain how participant variables could bias the sample in your practical project.

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6 Explain how you could ensure that your practical project avoids embarrassing the participants.

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7 Outline an alternative method for measuring **one** of the variables in your practical project.

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..... [3]

Section A Total [40]

8

Section B

You must answer **either** question 8 **or** question 9.

EITHER

- 8 (a) Briefly outline the social approach to psychology. [4]
- (b) Describe **two** pieces of research that use the social approach to psychology. [8]
- (c) Discuss the strengths and limitations of using the social approach to explain behaviour. Use examples of psychological research to support your answer. [12]
- (d) Compare the social approach with the individual differences approach. Use examples of psychological research to support your answer. [8]
- (e) Discuss how ethnocentrism may be a problem in the social approach. [8]

If you choose to answer question 8, write your answers on pages 9 to 15

OR

- 9 (a) Briefly outline the experimental method used in psychology. [4]
- (b) Describe **two** laboratory experiments in psychology. [8]
- (c) Discuss the strengths and limitations of using the experimental method to investigate behaviour. Use examples of psychological research to support your answer. [12]
- (d) Compare the laboratory experiment with the field experiment. Use examples of psychological research to support your answer. [8]
- (e) Discuss the extent to which psychology can be considered a science. [8]

If you choose to answer question 9, write your answers on pages 16 to 21

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OR

9 (a) Briefly outline the experimental method used in psychology.

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