(d) Outline **one** advantage and **one** disadvantage of random sampling in this research. **[3]**

Credit could be given for:
- Advantage, e.g. everyone in the workplace has an equal chance of being selected to answer the charitable donation questionnaire.
- Disadvantage, e.g. sample selected to answer the charitable donation questionnaire may not donate money to charity.
- Other appropriate advantage and disadvantage.

Marks	AO3
3	An appropriate advantage and disadvantage are noted, both are clearly linked to the novel situation..
2	An appropriate advantage and disadvantage are noted; there is some link to the novel situation **OR** an appropriate advantage and disadvantage are noted but only one of these is linked to the novel situation.
1	An appropriate advantage and disadvantage are noted; there is no link to the novel situation **OR** an appropriate advantage or disadvantage is noted with some link to the novel situation.
0	An appropriate advantage or disadvantage is noted but there is no link to the novel situation **OR** the issue is not addressed.

(e) Discuss **one** ethical issue that might arise in this research. **[3]**

Credit could be given for:
- Failure to protect the participant's privacy – participants may feel embarrassed regarding their charitable donation history.
- Other appropriate ethical issue.

Marks	AO3
3	An appropriate ethical issue is thoroughly discussed; closely linked to the novel situation.
2	An appropriate ethical issue is reasonably discussed; some link to the novel situation.
1	An appropriate ethical issue is discussed; no links to the novel situation **OR** an appropriate ethnical discussion which is linked to the novel situation but no ethnical issue is clearly identified.
0	An ethical issue is not discussed.

(f)   State **one** conclusion that can be drawn from the bar chart in this research.**[3]**

Credit could be given for:
- EXAMPLE – When asked about their most recent charitable donation, more men donated money to a 'disaster charity', whereas more women donated money to an 'animal charity'.
- Other appropriate conclusion.

Marks	AO3
3	An appropriate and accurate conclusion has been stated fully and clearly with links to the novel situation.
2	An appropriate and accurate conclusion has been stated with some link to the novel situation **OR** candidate has drawn an inferential conclusion from descriptive data which has been clearly linked to the novel situation.
1	An appropriate and accurate conclusion has been stated but there is no link to the novel situation.
0	An inappropriate or inaccurate conclusion has been stated **OR** the issue is not addressed.

PY3

SECTION A

Q.1 Students attending a university wanted to study whether people will stop to help if they see someone visibly upset. Their hypothesis was: "the age of the upset person affects helping behaviour." The students carried out a field experiment to test this hypothesis. A young man, a young woman, an old man and an old woman acted as confederates. Each of the confederates stood in the local square and acted in an upset manner. This included crying, shaking their head and holding their head in their hands. The study took place over four consecutive Saturdays at ten am each time using a different confederate.

(a) **(i)** Define what is meant by the term 'field experiment' . **[2]**

Marks	AO1
2	Clear and detailed definition, e.g. an experiment that takes place in a natural setting and a key variable is manipulated so that its effect can be measured.
1	Basic definition, e.g. an experiment that takes place in a natural setting.
0	No relevant information.

(ii) Explain one advantage and one disadvantage of a field experiment. [4]

Advantage
- Casual relationships can be established by manipulating the key variable and measuring its effects.
- Less artificial than laboratory experiments.
- Any other relevant advantage.

Disadvantage
- Less control of extraneous/confounding variables more likely in a natural environment.
- Ethical issues e.g. participants didn't agree to take part; might experience distress; can not be debriefed.
- Any other relevant disadvantage.

Marks	AO2
4	One clear advantage and one clear disadvantage identified and explained in detail.
2-3	One advantage and one disadvantage only partially explained **or** only one advantage/disadvantage identified and explained in detail.
1	Only one advantage **or** one disadvantage identified.
0	No relevant information.

(b) **(i)** Define what is meant by the term 'hypothesis' . **[2]**

Marks	AO1
2	Clear and detailed definition, e.g. a testable statement that a piece of research attempts to prove or disprove.
1	Basic definition, e.g. a testable statement.
0	No relevant information.

(ii) Identify the independent variable (IV) in the above study. **[1]**

Marks	AO2
1	IV accurately identified, i.e. age of upset person
0	No relevant information

(iii) Identify the dependent variable (DV) in the above study. **[1]**

Marks	AO2
1	DV accurately identified, i.e. helping behaviour
0	No relevant information.

(c) Define what is meant by the term 'operationalised'. **[2]**

- Defining variables in a form that can be easily measured.
- Precise definition of a variable.
- Any other relevant definition.

Marks	AO1
2	Clear and detailed definition given.
1	Basic information only.
0	No relevant information.

(d) Name and explain one sampling method that could have been used in the above study. [2]

- Systematic - choosing every nth person.
- Opportunity - selecting who is available at the time.
- Any other relevant sampling method.

Marks	AO3
2	Named and clear explanation given. Must be in context.
1	Basic explanation only or name only.
0	No relevant information.

(e) Define what is meant by the term 'reliability'. **[2]**

- A study is carried out and produces consistent results.
- Consistency of the measuring tool.
- Any other relevant definition.

Marks	AO1
2	Clear and detailed definition given.
1	Basic information only.
0	No relevant information.

(f) Explain what is meant by inter-rater reliability. **[2]**

- Two or more researchers collect data in a consistent manner e.g. using a coding system.
- Any other relevant explanation.

Marks	AO2
2	Clear and detailed explanation given.
1	Basic explanation.
0	No relevant information

(g) 'Informed consent' and 'protection from harm' are important ethical issues. Describe what is meant by 'informed consent' and 'protection from harm'. **[4]**

- Informed consent means informing the participants /or participants' parents about the full purpose of specific research, being informed of participants rights and getting theirs (or parents) consent to take part.
- Physical / psychological harm could include excessive anxiety or stress. The participants should leave the study in the same state that they entered it.
- Any other relevant description.

Marks	AO1
3 - 4	Two ethical issues are fully described or one is fully described and one is partially described.
1 - 2	One fully described or two partially described or one partially described.
0	No relevant information.

(h) A Chi squared test was used to analyse the data. Give two reasons why this test would be used. **[2]**

Marks	A03
2	Clear detailed explanation given, e.g. the data gained is independent and its level of measurement is nominal.
1	Explanation is limited in detail e.g. level of measurement given.
0	No relevant information.

SECTION B

Q.2 Workers in an office were interviewed by their managers who were trying to improve working relationships between managers and workers in order to improve work levels. The managers wanted to see whether types of personality could cause difficulties in working relationships. The interview comprised of ten questions which included open and closed questions. All staff were asked the same questions in the same order. An example of each type of question is given below.

2.	Do you like working here?	Yes /No
10.	How do you think relations between staff and management might be improved?	-- -- --

(a) **(i)** Explain one disadvantage of using 'closed questions'. **[2]**

- Brief one word answers given us little insight into a person's true feelings.
- Answers can be affected by social desirability bias.
- Any other relevant point.

Marks	AO2
2	Clear disadvantage explained in detail.
1	Disadvantage only partially explained.
0	No relevant information.

(ii) Explain one advantage of using 'open questions'. **[2]**

- Can give detailed information - 'qualitative data' - with fewer constraints on answers.
- Any other relevant point.

Marks	AO2
2	Clear disadvantage explained in detail.
1	Disadvantage only partially explained.
0	No relevant information.

(b) **(i)** Define what is meant by the term 'validity'. **[2]**

- The findings are accurate and the effects are caused by the I.V.
- The study is measuring what it intends to measure.
- True to life.
- Any other relevant point.
- Population validity acceptable.

Marks	AO1
2	Clear and detailed definition.
1	Basic definition.
0	No relevant definition.

(ii) Explain one factor that could effect the validity of the answer given to the first question (*question 2*) in the interview above.   [2]

Marks	AO3
2	Clear and detailed explanation, e.g. interviewee forced to choose between limited options; answer given may not represent truth and is an effort of social desirability bias or interviewer's effect.
1	Basic or partial explanation, e.g. answer given is affected by social desirability bias.
0	No relevant information.

(c) The workers are interviewed by their managers. Explain one way in which this may influence the answers given.   **[2]**

- Participant may react to behaviour (very formal not smiling) or appearance of interviewer and not answer truthfully.
- Any relevant point.

Marks	AO3
2	Clear and detailed explanation.
1	Basic or partial explanation.
0	No relevant information.

(d) **(i)** Qualitative data can be analysed by using content analysis. Describe what is meant by 'content analysis'.   **[2]**

Marks	AO1
2	Clear and detailed description. e.g. analysis of material to see what categories or themes emerge.
1	Basic description. e.g. analysing qualitative data (written).
0	No relevant information.

(ii) Explain one advantage of using content analysis.   **[2]**

- Can be used to reduce qualitative data into a more quantitative form.
- Can identify trend and patterns in behaviour.
- Any other relevant point.

Marks	AO2
2	Clear advantage identified and explained in detail.
1	Advantage only partially explained or only advantage identified.
0	No relevant information.

(iii) Explain one disadvantage of using content analysis. **[2]**

- Qualitative data hard to analyse scientifically.
- Possibility of researcher bias.
- Time consuming.
- Any other relevant point.

Marks	AO2
2	Clear disadvantage identified and explained in detail.
1	Disadvantage only partially explained or only disadvantage identified.
0	No relevant information.

(e) Suggest one reason why questions are asked in the same order in interviews.

[2]

- To allow for easy comparison of answers from different participants.
- To improve reliability
- Any other relevant point.

Marks	AO2
2	Clear and detailed explanation given.
1	Explanation is limited in detail.
0	No relevant information.

(f) Identify and explain how one confounding variable may have affected this study. **[2]**

- Time of day.
- Characteristics/mood of the interviewee and the interviewer.
- Any other relevant variable.

Marks	AO3
2	Confounding variable identified and effect on study explained. Must be in context.
1	An appropriate confounding variable is identified but the effect not explained .
0	No relevant information.

(g) Describe what is meant in psychological research by:

(i) 'deception'; **[2]**

- Deception means misleading or with-holding information from participants.
- Any other relevant description

Marks	AO1
2	Clear and detailed definition
1	Basic definition
0	No relevant definition

(ii) 'confidentiality'. **[2]**
- Confidentiality means keeping all information private, e.g.names of participants and their results.
- Any other relevant description

Marks	AO1
2	Clear and detailed definition
1	Basic definition
0	No relevant definition

(h) Explain one advantage of collecting quantitative data in an interview. **[2]**

- Data is easier to analyse so patterns can be identified.
- Inferential statistics can be used to show if results are significant or not - prove/disprove hypothesis.
- Any other relevant point.

Marks	AO1
2	Clear and detailed definition.
1	Basic definition.
0	No relevant information.

Total 26

SECTION C

Q.3 Explain the advantages of the use of the scientific method in psychology. **[15]**

Credit could be given for the following:
- Psychology as a science.
- Showing cause and effect within a laboratory experiment.
- Control of confounding variables.
- Validity/reliability.
- Use of animals to compare to human behaviour.
- Support from biological and behavioural perspectives.
- Historically well established method.
- Any other relevant material.

Marks	AO3
12 - 15	Discussion is appropriate and well detailed. Material is used in an effective manner (evidence of coherent elaboration) and is thorough. Depth and range of knowledge are displayed, though not necessarily in equal measure. Specialist terms are used throughout.
8 - 11	Discussion is reasonably appropriate but less detailed. Material is used in an effective manner. Depth or range of knowledge is displayed. Some specialist terms.
4 - 7	Discussion is basic; material is used in a relevant manner but is limited. Few specialist terms.
1 - 3	Discussion is superficial; material is muddled and/or incoherent. Specialist terms are either absent or are incorrect.
0	No relevant knowledge or understanding of relevant material is demonstrated.