

General Certificate of Education  
June 2007  
Advanced Subsidiary Examination



**PSYCHOLOGY (SPECIFICATION A)**  
**Unit 3 Social Psychology and Research Methods**

**PYA3**

Tuesday 22 May 2007 1.30 pm to 2.30 pm

**For this paper you must have:**

- an 8-page answer book.

Time allowed: 1 hour

**Instructions**

- Use blue or black ink or ball-point pen.
- Write the information required on the front of your answer book. The *Examining Body* for this paper is AQA. The *Paper Reference* is PYA3.
- In Section A, answer **one** question. You should attempt **all** parts of the question you choose.
- In Section B, answer **the** question. You should attempt **all** parts of the question.
- Where the term **research** appears in a question, you may refer to theories and/or studies as appropriate.
- Do all rough work in the answer book. Cross through any work you do not want to be marked.

**Information**

- The maximum mark for this paper is 62.  
Two of these marks will be awarded for using good English, organising information clearly and using specialist vocabulary where appropriate.
- The marks for questions are shown in brackets.

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## SECTION A: SOCIAL PSYCHOLOGY

Answer **one** question from this section. You should attempt **all** parts of the question you choose.

Where the term **research** appears in a question, you may refer to theories and/or studies as appropriate.

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**Total for this question: 30 marks**

- 1 (a) (i) Name **three** ethical issues that have arisen in social influence research. (3 marks)
- (ii) Select **one** of these and explain why it is an ethical issue. (3 marks)
- (b) Describe the findings and conclusions of **one** study of obedience to authority. (6 marks)
- (c) ‘Social influence research has identified strong pressures to conform in group situations.’  
Outline and evaluate research into majority influence. (18 marks)

**Total for this question: 30 marks**

- 2 (a) Describe the procedures and findings of **one** study of minority influence. (6 marks)
- (b) Explain what is meant by the terms *internal validity* and *external validity*. (3 marks + 3 marks)
- (c) Discuss ethical issues arising from studies of obedience to authority. Refer to **at least two** studies of obedience in your answer. (18 marks)

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## SECTION B: RESEARCH METHODS

Answer **the** question from this section. You should attempt **all** parts of the question.

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**Total for this question: 30 marks**

- 3 Researchers were interested to see what effect rewards have on learning. Twenty laboratory rats were tested on their ability to learn to run through a maze. To run through the maze, each rat had to make a series of turns to reach a reward at the end. Each rat ran the maze on its own. Ten of the rats received a reward (a pellet of food) every time they completed the maze. The other ten rats received a reward (a pellet of food) every third time they completed the maze.

The researchers counted the number of attempts it needed for each rat to complete the maze without making any mistakes. A high score would indicate that more attempts were needed to learn the maze. The results are shown in **Table 1** on the next page.

**Table 1: Table to show the number of attempts needed to learn the maze**

	<b>Group 1 Rewarded every time</b>	<b>Group 2 Rewarded every third time</b>
	16	11
	13	9
	8	13
	12	26
	17	15
	17	17
	15	16
	11	10
	21	13
	17	13
<b>Mean</b>	14.70	14.30
<b>Standard Deviation</b>	3.55	4.58

- (a) (i) The mean was used in **Table 1**. Give **one** other measure of central tendency that could have been used. Justify your answer. (3 marks)
- (ii) What do the standard deviations tell us about the data in **Table 1**? (3 marks)
- (b) State the independent variable (IV) and dependent variable (DV) in this study. (2 marks + 2 marks)
- (c) Write a non-directional hypothesis for this study. (2 marks)
- (d) Describe **one or more** conclusion(s) that could be drawn from the findings of this experiment. (3 marks)
- (e) (i) This experiment used an independent groups design. Outline **one** advantage and **one** disadvantage of using an independent groups design. (2 marks + 2 marks)
- (ii) Explain how the disadvantage you outlined in part (e) (i) could be dealt with. (2 marks)
- (f) (i) What is meant by the term *reliability*? (1 mark)
- (ii) Outline **one** way of assessing reliability. (2 marks)
- (g) This study was a laboratory experiment. Discuss **one** advantage and **one** weakness of using a laboratory experiment. (3 marks + 3 marks)

**END OF QUESTIONS**

**There are no questions printed on this page**