

General Certificate of Education
January 2008
Advanced Subsidiary Examination



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

PYA3

Thursday 10 January 2008 9.00 am to 10.00 am

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 **compulsory** 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.

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.

Total for this question: 30 marks

- 1 (a) Describe the findings and conclusions of **one** study of obedience to authority. (6 marks)
- (b) Outline the procedures of **one** study of minority influence and give **one** criticism of this study. (3 marks + 3 marks)
- (c) Outline and evaluate research into majority influence. (18 marks)

Total for this question: 30 marks

- 2 (a) Outline **two** explanations of why people yield to majority influence. (3 marks + 3 marks)
- (b) Explain what is meant by the terms *internal validity* and *external validity*. (3 marks + 3 marks)
- (c) 'Psychologists deal with ethical issues in a variety of ways but some of these ways are more effective than others.'
- Outline and evaluate ways in which psychologists deal with ethical issues in social influence research. (18 marks)

SECTION B: RESEARCH METHODS

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

Total for this question: 30 marks

- 3 A pilot study has indicated that boys and girls play differently. Boys have been shown to engage more in rough and tumble play (eg pushing, hitting) and girls have been shown to engage in more co-operative play (eg clapping games, skipping games).

A psychologist wished to study the differences between boys' and girls' play in primary schools. She asked the head teachers of several schools for permission to observe children playing. She observed the children from a window and recorded the ways in which boys and girls were playing.

The results of the observations are presented in **Table 1** below.

Table 1: Frequency of types of play observed in boys and girls

Types of play	Boys	Girls
Pushing	85	45
Hitting	115	70
Clapping games	3	132
Skipping games	0	127
Running	189	176

- (a) Outline **one** advantage and **one** disadvantage of an observational study. (2 marks + 2 marks)
- (b) Explain how a naturalistic observation is different from a field experiment. (2 marks)
- (c) (i) Write an appropriate hypothesis for this study. (2 marks)
- (ii) State whether the hypothesis is directional or non-directional. (1 mark)
- (d) What is a pilot study? (2 marks)
- (e) (i) Explain what is meant by the term *reliability* in the context of this study. (2 marks)
- (ii) Describe **one** way in which the reliability of the observations of the play of boys' and girls' groups could have been improved. (2 marks)
- (f) Explain how **two** factors might have affected the validity of this study. (2 marks + 2 marks)
- (g) Identify a suitable type of graph or chart that could have been used to illustrate the data in **Table 1** and explain why this would be appropriate. (2 marks)
- (h) Describe conclusions that could be drawn from the data in **Table 1**. (3 marks)
- (i) (i) Identify **two** ethical issues associated with this study. (1 mark + 1 mark)
- (ii) For each ethical issue identified in your answer to (i)(i), explain how it could be dealt with. (2 marks + 2 marks)

END OF QUESTIONS

There are no questions printed on this page