



General Certificate of Education  
Advanced Level Examination  
June 2010

# Psychology (Specification B) PSYB4

Unit 4 Approaches, Debates and Methods in Psychology

Wednesday 30 June 2010 1.30 pm to 3.30 pm

For this paper you must have:

- a 16-page answer book.

## Time allowed

- 2 hours

## Instructions

- Use black ink or black 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 PSYB4.
- Choose **one** option from **Section A**, either **Option A** or **Option B**. Answer **all** questions on the option you choose.
- **All** questions in **Section B** and **Section C** are compulsory.
- Do all rough work in your answer book. Cross through any work you do not want to be marked.

## Information

- The marks for questions are shown in brackets.
- The maximum mark for this paper is 60.
- The 12-mark questions you choose should be answered in continuous prose. You are advised to plan your answers carefully. In these questions, you will be marked on your ability to:
  - use good English
  - organise information clearly
  - use specialist vocabulary where appropriate.

---

## Section A Approaches in Psychology

There are two options in this section: Option A and Option B.  
Choose **one** of these options. Answer **all** questions on the option you choose.  
Each option carries 20 marks.

---

### Option A

---

- 0 1** Psychologists, such as Bandura, have found that children learn by observation.  
Explain how a psychologist might use the experimental method to investigate observational learning of tidying the classroom after an art lesson. (4 marks)
- 0 2** Helena is always late for her psychology lessons. Her teacher has decided to apply operant conditioning to improve Helena's punctuality.  
Explain how the teacher might use positive reinforcement to change Helena's behaviour. (2 marks)
- 0 3** Helena's geography teacher is proud of the high levels of punctuality shown by his students. His students know that unless they arrive on time, he will phone their parents and keep them behind after school.  
Explain how a behaviourist might account for the high levels of punctuality shown by the geography students. Refer to reinforcement of behaviour in your answer. (2 marks)
- 0 4** Discuss the eclectic approach in psychology. Refer to **at least one** topic area in your answer. (12 marks)
- 

### Option B

---

- 0 5** Cognitive psychologists have investigated internal mental processes using a range of techniques and methods.  
Outline **two** examples of the techniques or methods they have used. (4 marks)
- 0 6** The following conversation took place between two psychology students.  
Frank: "The psychodynamic approach is not scientific and is of little value."  
Amy: "I disagree. Its theories and concepts have been applied to several topic areas in psychology."  
Briefly discuss how **at least one** feature of the psychodynamic approach has been used to explain any **one** behaviour. (4 marks)
- 0 7** Discuss the biological approach in psychology. Refer to **at least one** other approach in your answer. (12 marks)

---

**Section B Debates in Psychology**

Answer **all** questions in this section. This section carries 20 marks.

---

- |   |   |
|---|---|
| 0 | 8 |
|---|---|

 Explain the role of theory in scientific research. (2 marks)
- |   |   |
|---|---|
| 0 | 9 |
|---|---|

 Explain the role of peer review in scientific research. (2 marks)
- |   |   |
|---|---|
| 1 | 0 |
|---|---|

 Jamie is a healthy 18-year-old of average intelligence. When he was six days old, he was diagnosed with a rare genetic disorder. His parents were informed that, as a result of the disorder, Jamie would have severe learning difficulties unless he was kept on a special diet. His parents followed this advice and Jamie has not suffered any damage to his intelligence or to his learning abilities.
- In the context of the nature-nurture debate in psychology, outline what is meant by an *interactionist approach*. Refer to Jamie's case in your answer. (4 marks)
- |   |   |
|---|---|
| 1 | 1 |
|---|---|

 'Free will is an illusion. What seems to be freely chosen behaviour is really the result of internal and external forces acting upon the individual.'
- Discuss this view. Refer to **at least one** topic area in your answer. (12 marks)

**Turn over for the next section**

**Turn over ►**

### Section C Methods in Psychology

Answer **all** questions in this section. This section carries 20 marks.

A cognitive psychologist investigated whether or not increased anxiety can improve the recall of information from memory.

Forty participants took part in the study. All were hospital employees and were over 18 years of age.

The psychologist made up two stories to use in the study.

Participants were randomly allocated to **Group A** or **Group B**.

Participants in **Group A** (control group) listened to a story about a boy and his mother spending a day in town. On the way home, they visited the X-ray department where the boy's father worked.

Participants in **Group B** listened to the same story except they were told that the boy was hit by a car when walking home from town and taken to the hospital X-ray department. The psychologist believed that participants in **Group B** would be made anxious by the story they heard.

Twenty-four hours later, all the participants had to recall the story by writing what they remembered. The psychologist gave each participant's version of the story a rating out of 12 for accuracy and detail. The higher the rating, the more accurate and detailed the recall.

The individual recall ratings were used to produce a measure of central tendency (median) and a measure of dispersion (range). The data are shown in **Table 1** below.

**Table 1 Median recall ratings and ranges for Group A (control group) and Group B (participants made anxious)**

	<b>Group A (control group)</b>	<b>Group B (participants made anxious)</b>
<b>Median</b>	5.5	7
<b>Range</b>	5	8

1 2

Briefly explain what the results in **Table 1** show.

(2 marks)

1 3

The psychologist chose to summarise the data using the median.

Explain why the median might be the most appropriate measure of central tendency to summarise the raw scores in this study.

(2 marks)

- 1 4** The psychologist randomly allocated the participants to the two groups.  
Explain why this was an important form of control in this study. (2 marks)
- 1 5** What is meant by the term *validity*? (1 mark)
- 1 6** The psychologist assumed that the participants in **Group B** were made anxious by the story they heard. Explain why this assumption might not be valid. (2 marks)
- 1 7** With reference to your answer to **1 6**, outline **one** way in which the methodology of the study could be improved. (2 marks)
- 1 8** Identify **one** ethical issue raised by this study. Explain how the issue is relevant to this study. (3 marks)
- 1 9** The psychologist decided to conduct a different study to investigate whether or not there are sex differences in the recall of information. Twenty males and twenty females took part in this study. All participants listened to a story. Twenty-four hours later, the participants had to answer 30 questions about the story. Each question tested their memory of a specific detail of the story and, if correct, was given a score of 1. The maximum score possible was 30.  
  
Explain how the psychologist could analyse the results. Give reasons for your answer. You should refer to the following:
- whether the psychologist would use a one-tailed test or a two-tailed test
  - the statistical test that the psychologist could use to analyse the data
  - the level of significance that might be used and why
  - how the psychologist could use the results of the statistical test to determine whether or not the null hypothesis should be rejected and the alternative hypothesis accepted. (6 marks)

**END OF QUESTIONS**

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

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

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