



**ADVANCED SUBSIDIARY GCE**  
**PSYCHOLOGY**  
 Psychological Investigations

**G541**



Candidates answer on the Question Paper

**OCR Supplied Materials:**

None

**Other Materials Required:**

None

**Wednesday 13 January 2010**  
**Morning**

**Duration: 1 hour**



Candidate Forename					Candidate Surname				
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Centre Number						Candidate Number			
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### **MODIFIED LANGUAGE**

#### **INSTRUCTIONS TO CANDIDATES**

- Write your name clearly in capital letters, your Centre Number and Candidate Number in the boxes above.
- Use black ink. Only use pencil for graphs and diagrams.
- Read each question carefully and make sure that you know what you have to do before starting your answer.
- Answer **all** questions in Sections A, B and C.
- Do **not** write in the bar codes.
- Write your answer to each question in the space provided. You may use extra paper if you need it.

#### **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 **60**.
- Quality of written communication is assessed throughout this paper.
- This document has **12** pages. Any blank pages are marked.

**Section A**

Answer **all** questions.

Researchers conducted an experiment to investigate the ability of ten males and ten females to recognise emotions displayed on the face. A set of 12 photographs of the same person displaying the six primary emotions (happiness, sadness, anger, surprise, fear and disgust) was used. Participants had ten seconds to look at each photograph and had to identify the emotion displayed before moving onto the next. One mark was awarded for each correct response, giving a total out of 12.

- 1 (a) Explain what is meant by the descriptive statistic called the mean.

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..... [2]

- (b) Explain how the mean would have been calculated for each gender group (males and females).

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..... [4]

- 2 When would the descriptive statistic called the 'median' be more appropriate and why?

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[4]

- 3** Evaluate the reliability and validity of the way the dependent variable (DV) has been measured in this study.

. [10]

Section A Total [20]

## **Section B**

**Answer all** questions.

Researchers want to conduct an observation study of shopping behaviour at a large local supermarket.

- 4** Describe and evaluate a suitable procedure for this observation study.

. [10]

- 5 Describe **one** ethical issue that the researchers need to consider when conducting this observation, and suggest how the researchers could deal with it.

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[4]

- 6 (a) Explain what is meant by inter-rater reliability in observational research.

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[2]

- (b) Suggest how the researchers could ensure that this observation has inter-rater reliability.

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[4]

**Section B Total [20]**

## **Section C**

**Answer all** questions.

Researchers conducted an investigation about dreaming using a self-report. Some examples of what participants were asked are presented below.

- On average, how many dreams do you remember having each week?
  - Briefly describe the best dream you have ever had.
  - Do you appear in your own dreams?

Never       Sometimes       Always

7 (a) Identify **one** open question and **one** closed question from this investigation.

Open question ..... [1]

Closed question ..... [1]

(b) Outline **one** strength and **one** weakness of the closed question you have identified.

[6]

- 8 (a) What is qualitative data?

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[2]

- (b) Identify how qualitative data would be obtained from **one** of the questions used in the investigation.

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[3]

- 9 (a) The table below shows the results from ten participants when asked the question about the number of dreams they remember each week.  
The participants were numbered 1–10. There were five males and five females aged 16–25.

Outline **two** findings from the data in this table.

Participant	The number of dreams that people remember having each week
1	1
2	3
3	2
4	3
5	1
6	12
7	2
8	2
9	3
10	2

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 ..... [4]

- (b) Evaluate the sample used to obtain the data presented in this table.

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 ..... [3]

If you use the following lined pages to complete the answers to any question, the question number must be clearly shown.



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