

<b>Candidate Forename</b>		<b>Candidate Surname</b>	
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<b>Centre Number</b>						<b>Candidate Number</b>				
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**OXFORD CAMBRIDGE AND RSA EXAMINATIONS  
ADVANCED GCE**

**G544**

**PSYCHOLOGY**

**Approaches and Research Methods in Psychology**

**WEDNESDAY 3 FEBRUARY 2010: Afternoon**

**DURATION: 1 hour 30 minutes**

**SUITABLE FOR VISUALLY IMPAIRED CANDIDATES**

**Candidates answer on the Question Paper**

**OCR SUPPLIED MATERIALS:**

**None**

**OTHER MATERIALS REQUIRED:**

**None**

**READ INSTRUCTIONS OVERLEAF**

## **INSTRUCTIONS TO CANDIDATES**

- Write your name clearly in capital letters, your Centre Number and Candidate Number in the boxes on the first page.
- Use black ink. Pencil may be used for graphs and diagrams only.
- Read each question carefully and make sure that you know what you have to do before starting your answer.
- Answer **ALL** the questions in **SECTION A** and **EITHER** question 8 **OR** question 9 in **SECTION B**.
- Write your answer to each question in the space provided. Additional answer space is available on the lined pages at the back of the book. Answers on these pages must be clearly numbered.

## **INFORMATION FOR CANDIDATES**

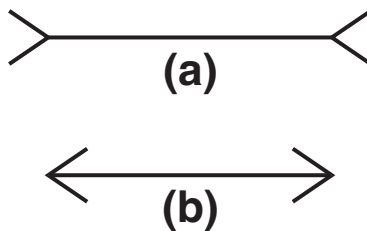
- The number of marks is given in brackets [ ] at the end of each question or part question.
- The total number of marks for this paper is **80**.

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## SECTION A

Your task is to answer questions about how a piece of research related to the passage below could be conducted.

Cognitive processes include memory and perception and just as our memories are likely to become distorted, we are all susceptible to mistaken perceptions. Many of us are familiar with such classic illusions as the Muller-Lyer illusion – where the line with the outgoing fins, figure (a) appears longer than the line with the ingoing fins, figure (b). In fact they are the same length.



You must choose ONE of the options (a)–(g):

- (a) Are older people more susceptible to visual illusions than younger people?
- (b) Will people be less accurate in judging the length of lines in a Muller-Lyer illusion when they hear another person give a wrong judgement than if they judge alone?
- (c) Will women remember details of clothing better than males?
- (d) Can police officers remember car registration plates better than non police officers?

- (e) Do hungry people remember food related words better than people who are not hungry?**
- (f) Are people living in cities more affected by the Muller-Lyer illusion than those living in rural areas?**
- (g) Are people asked a leading question more likely to give a wrong answer than those not asked a leading question?**

**You must use an independent measures design experiment and plan to collect at least ordinal level data. It must be a practical project that could be conducted.**

**Answer ALL the questions in SECTION A in relation to your experimental design.**

**State the option (a)–(g) you have chosen for your practical project.** \_\_\_\_\_

**1 State the null hypothesis for your practical project.**

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**[3]**

**2 Describe the method you would use to conduct your practical project.**

**13 marks are awarded for replicability and appropriateness and 6 for the quality of the design and its feasibility.**

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**3 Give an advantage of using an alternative experimental design in this practical project.**

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**[3]**

**4 Assess the validity of your investigation in measuring the dependent variable.**

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**[6]**

**5 Outline how you could select a sample which would be representative.**

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**[3]**

**6 What ethical issues would you consider in designing your practical project?**

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**[3]**

**7 Suggest ONE idea for possible future research related to your practical project.**

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**[3]**

**[Total: 40]**

## **SECTION B**

Answer **EITHER** question 8 **OR** question 9.

**EITHER**

- 8 (a) Using your knowledge of psychology, briefly outline the cognitive approach to psychology.

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[4]

**(b) Describe TWO pieces of research that use the cognitive approach to psychology.**

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[8]

**(c) Discuss the strengths and limitations of using the cognitive approach to explain behaviour. Use examples of psychological research to support your answer.**

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**(d) Compare the cognitive approach with the behaviourist perspective. Use examples of psychological research to support your answer.**

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**OR**

**9 (a) Using your knowledge of psychology, briefly outline what is meant by ecological validity.**

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[4]

**(b) Describe examples of high ecological validity from any TWO pieces of psychological research.**

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[8]

**(c) Discuss the strengths and limitations of conducting psychological research where ecological validity is low. Use examples of psychological research to support your answer.**

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[12]

**(d) Compare the ecological validity of laboratory experiments with the ecological validity of field experiments. Use examples of psychological research to support your answer.**

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[8]

**(e) Discuss the usefulness of field experiments in psychology.**

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[8]

**[Total: 40]**

**[Paper Total: 80]**

**If you use these lined pages to complete the answer to any question, the question number(s) must be clearly shown.**

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