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Centre Number						Candidate Number				
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**OXFORD CAMBRIDGE AND RSA EXAMINATIONS
ADVANCED SUBSIDIARY GCE**

G541

PSYCHOLOGY

Psychological Investigations

WEDNESDAY 13 JANUARY 2010: Morning

DURATION: 1 hour

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 questions in Sections A, B and C.**
- **Write your answer to each question in the space provided, however additional paper may be used if necessary.**

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.**

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.**

[2]

(b) Explain how the mean would have been calculated for the males and females in this study.

[4]

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

[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 this could be dealt with.

[4]

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

[2]

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

[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.

[2]

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

[6]

8 (a) What is qualitative data?

[2]

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

[3]

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

Outline TWO findings from the data in this table.

PARTICIPANTS	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

[4]

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

[3]

Section C Total [20]

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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