



**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				
-----------------------	--	--	--	--	----------------------	--	--	--	--

Centre Number						Candidate Number			
---------------	--	--	--	--	--	------------------	--	--	--

**INSTRUCTIONS TO CANDIDATES**

- Write your name clearly in capital letters, your Centre Number and Candidate Number in the boxes above.
- 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.
- Do **not** write in the bar codes.
- 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.
- This document consists of **12** pages. Any blank pages are indicated.

**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.



**PLEASE DO NOT WRITE ON THIS PAGE**



**Copyright Information**

OCR is committed to seeking permission to reproduce all third-party content that it uses in its assessment materials. OCR has attempted to identify and contact all copyright holders whose work is used in this paper. To avoid the issue of disclosure of answer-related information to candidates, all copyright acknowledgements are reproduced in the OCR Copyright Acknowledgements Booklet. This is produced for each series of examinations, is given to all schools that receive assessment material and is freely available to download from our public website ([www.ocr.org.uk](http://www.ocr.org.uk)) after the live examination series.

If OCR has unwittingly failed to correctly acknowledge or clear any third-party content in this assessment material, OCR will be happy to correct its mistake at the earliest possible opportunity.

For queries or further information please contact the Copyright Team, First Floor, 9 Hills Road, Cambridge CB2 1GE.

OCR is part of the Cambridge Assessment Group; Cambridge Assessment is the brand name of University of Cambridge Local Examinations Syndicate (UCLES), which is itself a department of the University of Cambridge.