



**ADVANCED SUBSIDIARY GCE
PSYCHOLOGY**
Psychological Investigations

G541

Candidates answer on the Question Paper

OCR Supplied Materials:
None

Other Materials Required:
None

**Monday 7 June 2010
Afternoon**

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. 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. If additional space is required, you should use the lined pages at the end of this booklet. The question number(s) must be clearly shown.

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 a study investigating the correlation between amount of sleep and concentration. First, the researchers asked participants how long they had slept the previous night in minutes. This was then recorded as 'total minutes slept'. Researchers then used a letter cancellation task to assess concentration. The participants had two minutes to read from a book. They had to count how often the letter 'f' appeared. The data is presented in the table below.

Participant (initials)	Total minutes slept the night before	Number of times the letter 'f' was identified
MM	480	14
MJ	270	12
JW	420	24
CC	390	20
EP	450	25
HA	180	8
MH	300	16
JD	360	18

- 1 Identify **one** strength and **one** weakness of the correlational method.

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2 Suggest an appropriate alternate hypothesis for this study.

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3 Identify **two** findings from the data in this study.

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4 Outline **one** strength and **one** weakness of the way that researchers measured concentration in this study.

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5 Explain what is meant by a positive correlation.

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Section A Total [20]

Section B

Answer **all** questions.

Researchers conducted an *independent measures design* to investigate whether people rate the friendliness of other people more highly if they receive physical contact.

They did the experiment between 11am and 2pm on a Wednesday in a coffee bar, as customers were paying. The cashier touched some customers lightly on the upper arm, but did not touch others. Afterwards, outside the coffee bar, the customers were asked how friendly they thought the staff were on a scale of 1 ('not very friendly') to 10 ('extremely friendly').

6 Identify the sampling technique used to obtain participants for this study and suggest **one** weakness with it.

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7 What is an '*independent measures design*'?

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9 (a) Identify the dependent variable (DV) in this study.

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(b) Outline **one** strength and **one** weakness of the way that the researchers measured the dependent variable (DV) in this study.

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Section B Total [20]

Section C

Answer **all** questions.

A researcher is interested in studying stress associated with driving. She wishes to conduct an investigation to assess stress levels of motorists in England using the self-report method.

10 Identify **one** strength and **one** weakness of using the self-report method in this study.

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11 Describe and evaluate an appropriate sampling technique for this study.

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12 (a) Suggest an appropriate question using a rating scale, that the researcher could use in this study.

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(b) Evaluate the validity of using this question in this study.

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Section C Total [20]

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PLEASE DO NOT WRITE ON THIS PAGE



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