

Candidate Forename		Candidate Surname	
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Centre Number						Candidate Number				
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**OXFORD CAMBRIDGE AND RSA EXAMINATIONS
ADVANCED GCE**

G544

PSYCHOLOGY

Approaches and Research Methods in Psychology

WEDNESDAY 30 JUNE 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 task below could be conducted.

Psychologists use correlational designs to investigate relationships between variables that are difficult to investigate experimentally. Correlational designs are often used to investigate the relationship between environmental variables and human behaviour. For example, research has examined environmental variables such as heat, sunshine, pollution and social density (crowding) and their relationships with happiness, aggression, helping behaviours and performance on cognitive tasks.

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

- (a) The relationship between levels of exposure to sunlight and happiness**
- (b) The relationship between social density (crowding) and aggressive behaviours**
- (c) The relationship between social density (crowding) and helping behaviours**
- (d) The relationship between social density (crowding) and performance on cognitive tasks**
- (e) The relationship between pollution levels and aggressive behaviours**
- (f) The relationship between temperature and aggressive behaviours**
- (g) The relationship between noise and performance on cognitive tasks**

You must use a correlational design and plan to collect at least ordinal level data. It must be a practical project that could be conducted.

SECTION A

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

State the option from (a)–(g) you have
chosen for your practical project. _____

- 1 State an alternate hypothesis for your practical
project.

[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.

Lined writing area with 20 horizontal lines.

[13 + 6]

3 Which inferential (non-parametric) test would you use to analyse the data? Give reasons for your choice.

[3]

4 (a) Sketch a graph to present the data that could be collected.

[3]

(b) What could this graph tell you about the relationship between the two variables?

[3]

5 Explain ONE weakness of conducting this practical project as a correlation.

[3]

6 How would you address any ONE ethical issue in the conduct of this project?

[3]

7 Outline ONE other way your research question could be investigated.

[3]

Section A Total [40]

SECTION B

Answer EITHER question 8 OR question 9

EITHER

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

[4]

- (b) Describe TWO pieces of research that use the social approach to psychology.

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

(d) Compare the social approach with the physiological approach. Use examples of psychological research to support your answer.

[8]

(e) Discuss how the social approach provides a situational explanation of behaviour.

[8]

OR

- 9 (a) Using your knowledge of psychology, briefly outline ONE ethical issue when conducting observational research.

[4]

- (b) Describe ethical issues raised by any TWO pieces of experimental research.

(c) Discuss the strengths and limitations of conducting psychological research which raises ethical issues. Use examples of psychological research to support your answer.

[8]

(e) Discuss whether it is possible to conduct psychological research that is completely ethical.

[8]

Section B 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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