

**ADVANCED GCE  
PSYCHOLOGY**

Approaches and Research Methods in Psychology

**G544**

Candidates answer on the question paper.

**OCR supplied materials:**  
None

**Other materials required:**  
None

**Wednesday 2 February 2011  
Afternoon**

**Duration:** 1 hour 30 minutes



Candidate forename		Candidate surname	
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Centre number						Candidate number				
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**INSTRUCTIONS TO CANDIDATES**

- Write your name, centre number and candidate number in the boxes above. Please write clearly and in capital letters.
- Use black ink. Pencil may be used for graphs and diagrams only.
- Read each question carefully. Make sure you know what you have to do before starting your answer.
- Write your answer to each question in the space provided. If additional space is required, you should use the lined page at the end of this booklet. The question number(s) must be clearly shown.
- Answer **all** the questions in **Section A** and **either** question 8 **or** question 9 in **Section B**.
- Do **not** write in the bar codes.

**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**.
- This document consists of **20** pages. Any blank pages are indicated.

**Section A**

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

Psychologists are interested in helping people overcome their fears, anxieties and phobias. One way of finding out about these is to ask people to fill out a questionnaire. In this way they can write about their fears, anxieties or phobias and how they can be overcome without having to talk about them.

You must choose **one** of the options **(a)** to **(g)**:

- (a)** Fear of crime
- (b)** Anxiety in sport
- (c)** School phobia
- (d)** Phobia of open spaces
- (e)** Fear of horses
- (f)** Social phobia
- (g)** Examination anxiety

You must design a study that uses a questionnaire to collect data by opportunity sampling. It must be a practical project that could be conducted.

**Section A**

Answer **all** the questions in **Section A** in relation to your practical project.

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

**1** Construct a research question 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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[13 + 6]

3 Outline **one** advantage of using a questionnaire in your practical project.

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4 (a) Explain **one** strength of using closed questions in your practical project.

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..... [3]

(b) Explain **one** weakness of using closed questions in your practical project.

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5 Explain how using leading questions could influence the results of your practical project.

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..... [3]

6 How could you ensure that your questionnaire would not cause too much distress to the participants?

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..... [3]

7 Suggest a more appropriate sampling method you could have used to obtain participants for your practical project. Explain your answer.

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..... [3]

**Section A Total [40]**

8

**Section B**

Answer **either** question 8 **or** question 9

**EITHER**

**8 (a)** Briefly outline the developmental approach to psychology.

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OR

9 (a) Briefly outline what is meant by qualitative and quantitative data.

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(e) Discuss the usefulness of psychological research that collects *qualitative* data.

..... [8]

**Section B Total [40]**

**Paper Total [80]**

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

Lined area for writing answers, consisting of multiple horizontal dotted lines.



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