

<b>Candidate forename</b>		<b>Candidate surname</b>	
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<b>Centre number</b>						<b>Candidate number</b>				
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**OXFORD CAMBRIDGE AND RSA EXAMINATIONS  
ADVANCED GCE**

**G544**

**PSYCHOLOGY**

**Approaches and Research Methods in Psychology**

**TUESDAY 21 JUNE 2011: Morning**

**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, centre number and candidate number in the boxes on the first page. 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.**

## **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 passage below could be conducted.**

**Psychologists are interested in the factors that influence effective learning. Any strategies that can aid students in their recall of information are always welcome. Memory can be improved during the process of registration, storage or recall and factors that may improve it could be social, physiological, environmental or psychological.**

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

- (a) The effect of music on memory recall**
- (b) The effect of noise on memory recall**
- (c) The effect of familiarity of words on memory recall**
- (d) The effect of presence of others on memory recall**
- (e) The effect of organisation of material on memory recall**
- (f) The effect of pictures or words on memory recall.**
- (g) The effect of interference from other material on memory recall**

**You must use a repeated measures design experiment and plan to collect quantitative data. It must be a practical project that could be conducted.**

## SECTION A

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

State the option (a) to (g) you have chosen for your practical project \_\_\_\_\_

**1 State the alternate hypothesis 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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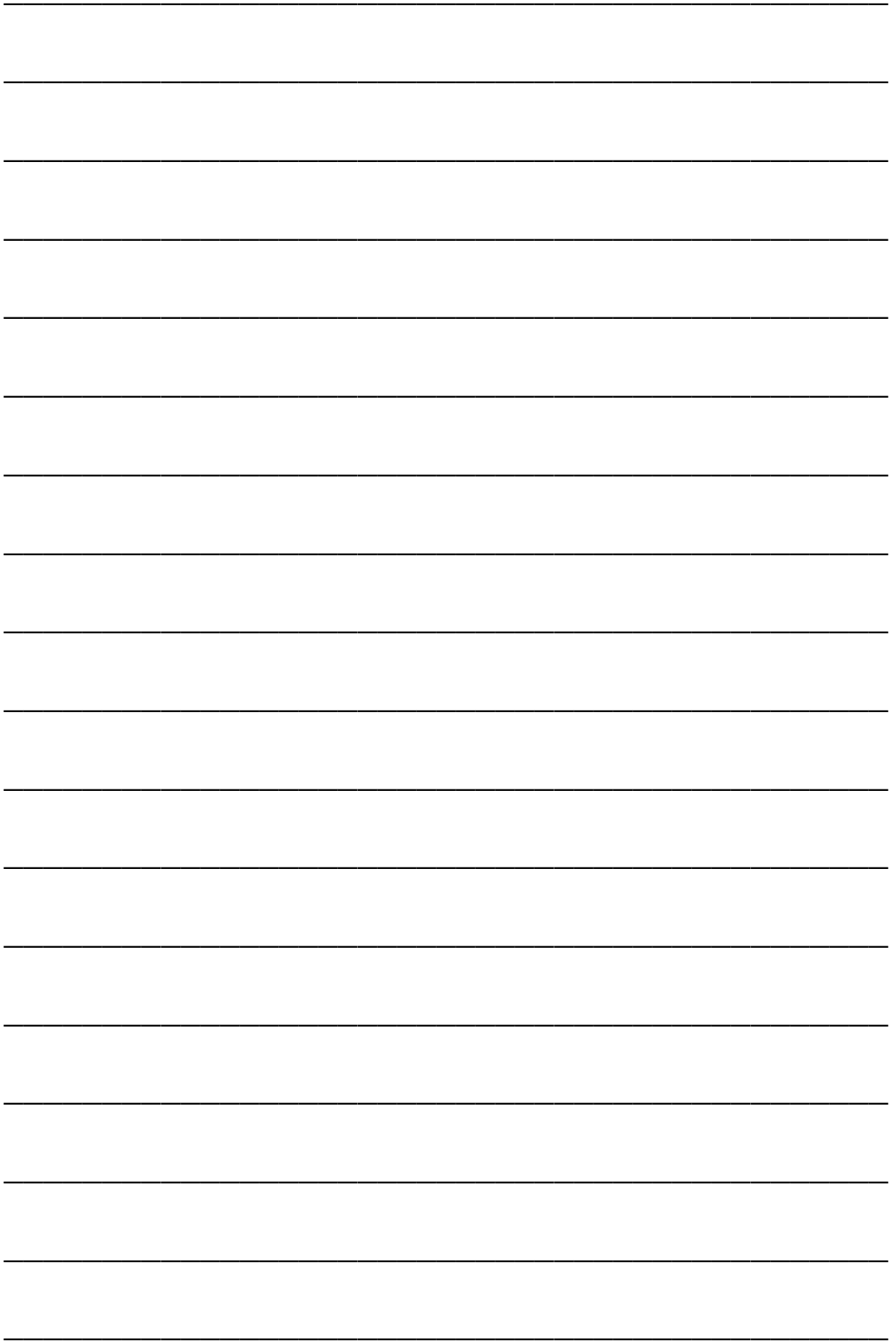
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[13 + 6]



**3 Outline ONE advantage of using the repeated measures design in your practical project.**

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**[3]**

**4 (a) Explain ONE strength of the sampling method you would use in your practical project.**

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**[3]**

**(b) Explain ONE weakness of the sampling method you would use in your practical project.**

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**[3]**

**5 State an appropriate statistical test to analyse the data you would collect. Give reasons for your choice.**

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**[3]**

**6 Briefly discuss ONE ethical issue in relation to your practical project.**

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**[3]**

**7 Suggest an alternative way of measuring the dependent variable in your practical project.**

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**[3]**

**Section A Total [40]**

**SECTION B**

**Answer EITHER question 8 OR question 9.**

**EITHER**

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

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**[4]**

**(b) Describe TWO pieces of research that use the physiological approach to psychology.**

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[8]

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

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

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**[8]**

**OR**

**9 (a) Briefly outline the self-report method used in psychology.**

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**[4]**

**(b) Describe TWO pieces of psychological research that use the self-report method.**

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**(c) Discuss the strengths and limitations of using the self-report method to investigate behaviour. Use examples of psychological research to support your answer.**

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**(d) Compare the self-report method with the observational method. Use examples of psychological research to support your answer.**

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[8]

**(e) Discuss whether it is possible to conduct ethical research when using the self-report method.**

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[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.**

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