

Candidate forename		Candidate surname	
-------------------------------	--	------------------------------	--

Centre number						Candidate number				
--------------------------	--	--	--	--	--	-----------------------------	--	--	--	--

**OXFORD CAMBRIDGE AND RSA EXAMINATIONS
AS GCE**

G541

PSYCHOLOGY

Psychological Investigations

TUESDAY 10 JANUARY 2012: Morning

DURATION: 1 hour

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. HB pencil may be used for graphs and diagrams only.**
- **Answer ALL the questions in Sections A, B and C.**
- **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 pages at the end of this booklet. The question number(s) must be clearly shown.**

INFORMATION FOR CANDIDATES

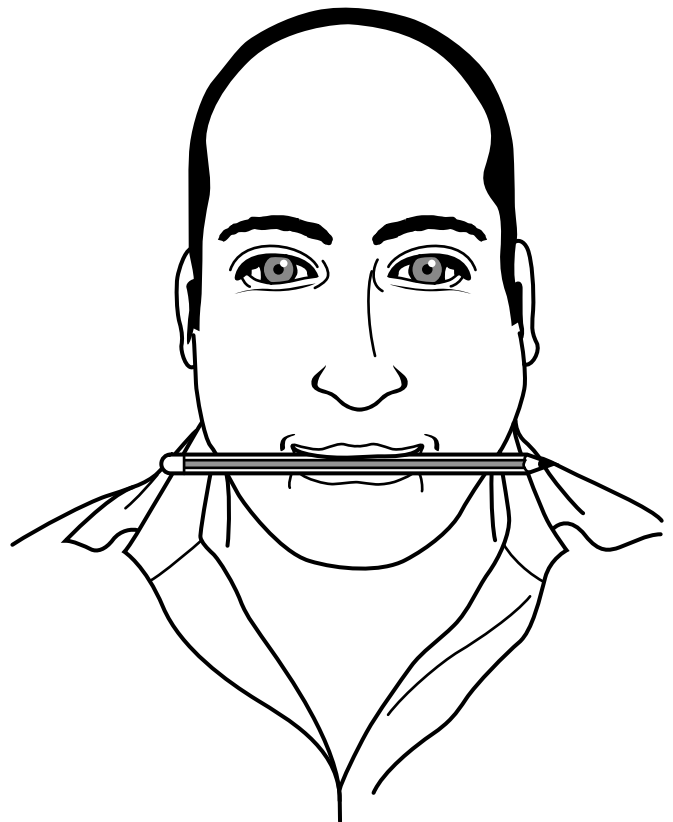
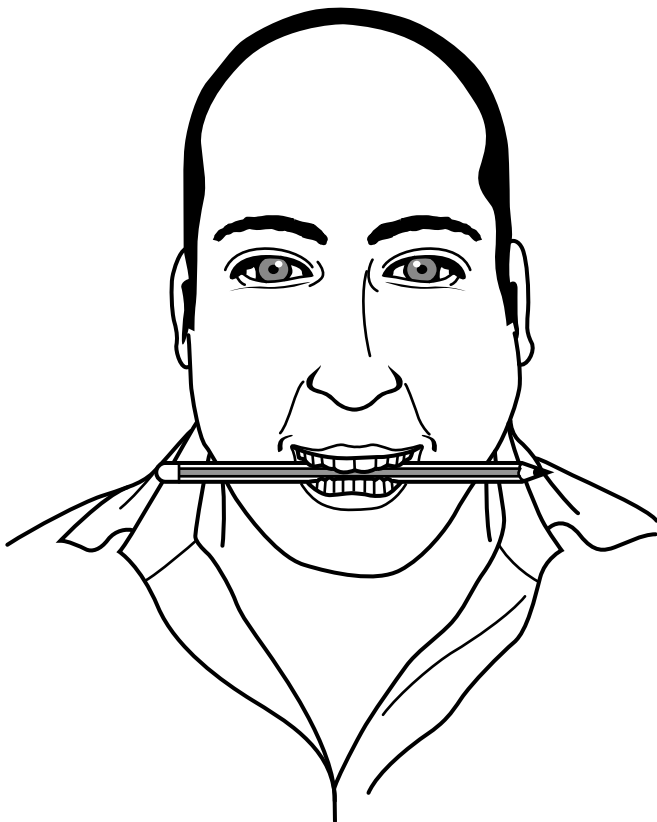
- **The number of marks is given in brackets [] at the end of each question or part question.**
- **The total number of marks for this paper is 60.**
- **Quality of written communication is assessed throughout this paper.**

BLANK PAGE

SECTION A

Answer ALL questions.

Psychologists wanted to investigate if smiling makes people feel happy. Participants were each shown a short video clip of a cartoon. Half the participants were asked to watch it whilst holding a pencil between their teeth, not touching their lips, so forcing them to smile. The other half were asked to watch it whilst holding the pencil just with their lips, not touching their teeth, which prevented them from smiling. Afterwards participants had to tell the psychologist how happy they felt on a scale of 1 (not very happy) to 10 (very happy).



2 (a) What is the independent variable (IV) in this study and how has it been operationalised?

[2]

(b) What is the dependent variable (DV) in this study and how has it been operationalised?

[2]

BLANK PAGE

3 Evaluate both the reliability and validity of the way the dependent variable (DV) has been measured in this study.

[10]

Total [20 Marks]

SECTION B

Answer ALL questions.

It seems that when we make a conscious effort not to think about something specific, we can't help but think of it! Researchers investigated this using a self-report. Participants were instructed, "Do not think of a white bear". Each participant was studied for a period of five minutes during which time they had to say aloud what they were thinking. Following this a short interview was conducted with each participant to ask them some questions about how they felt about the task.

Participant	Number of times thoughts about a white bear were reported during a five minute period
1	8
2	14
3	2
4	15
5	16
6	12
7	21
8	11
9	7
10	10

7 (a) Suggest ONE open question that could be used in the interview about the task.

[2]

(b) Suggest ONE closed question that could be used in the interview about the task.

[2]

(c) Suggest ONE question involving the use of a rating scale that could be used in the interview about the task.

[2]

Total [20 Marks]

11 Explain what is meant by a positive correlation.

[2]

12 Identify ONE strength and ONE weakness of the correlational method.

[4]

Total [20 Marks]

BLANK PAGE

BLANK 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 and is freely available to download from our public website (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.