

Advanced GCE Psychology

Unit G543: Options in Applied Psychology – Medium banded Candidate style answer

Introduction

OCR has produced these candidate style answers to support teachers in interpreting the assessment criteria for the new GCE specifications and to bridge the gap between new specification release and availability of exemplar candidate work.

This content has been produced by senior OCR Examiner's, with the input of Chairs of Examiner's, to illustrate how the sample assessment questions might be answered and provide some commentary on what factors contribute to an overall grading. The candidate style answers are not written in a way that is intended to replicate student work but to demonstrate what a "good" or "excellent" response might include, supported by examiner commentary and conclusions.

As these responses have not been through full moderation and do not replicate student work, they have not been graded and are instead, banded "medium" or "high" to give an indication of the level of each response.

Please note that this resource is provided for advice and guidance only and does not in any way constitute an indication of grade boundaries or endorsed answers.

Question 12 (a)	Describe one technique used to increase motivation in sport [10]
<p><i>Candidate style answer</i></p> <p>Motivation can be increased by using intrinsic and extrinsic motivation.</p> <p>Intrinsic motivation is inside the person where they simply feel 'good' about something. Extrinsic motivation is from the outside such as money or praise.</p> <p>If someone does a good job and takes pride in doing it well - that is intrinsic motivation. If they get paid quite well, they may be happy to do it again - that is extrinsic motivation.</p> <p>Extrinsic motivation uses reinforcement from other people. By reinforcing the athlete they will try harder.</p> <p>This is used for sportsmen and women. When they win something they get</p>	<p><i>Examiner's commentary</i></p> <p>This is lower band answer but one which would still be graded. Most of this answer drifts into the anecdotal. Opens with a simple, accurate statement using appropriate terminology, which could be built upon.</p> <p>There is elaboration by defining terms but generally there is imprecise language and a lack of subject terminology. There is an implied understanding of 'reinforcement' but not explicit reference to theory. Examples given are not specific to sport.</p> <p>The final paragraph does show how the technique is used with a sport-related example however, there is unnecessary anecdotal detail without framing the answer in theory or use of subject-specific language.</p>

medals, trophies, cups, etc. I do road running. I have done a 10 mile race a few times but I usually do OK. You always get something for finishing, even when you are nowhere near winning, usually with the name of the race on it. I have some medals, a badge, a rosette and a drinking mug. These motivate me to run another race - extrinsic motivation. Olympic athlete can win medals such as gold, silver and bronze - also extrinsic motivation.

Question 12 (b)	Discuss the problems of motivating the individual in sport [15]
<i>Candidate style answer</i>	<i>Examiner's commentary</i>
<p>Firstly, everyone is different, we're all individuals.</p> <p>Secondly, how do you motivate someone who has lost interest? If they don't want to do something, it's not easy to get them to do it if they don't want to. Sometimes being criticised can cause negative reinforcement and cause the person not to be motivated. A friend of mine played for the school in netball, but the coach was always telling them what to do, and what she was doing wrong - in the end she stopped playing for the school (was not motivated).</p> <p>Leonard Atkinson invented naff and nach. Nach is the need to achieve such as a penalty kicker in football may want to take the kick because they think of the success. This is Nach. Naff is the need to avoid failure. Another person may not really want to take the kick because they are frightened of missing. This is NAF. Nach is better than Nach.</p> <p>But as stated at the start, the main problems of motivating are (1) everyone is different, and (2) How do you motivate someone who doesn't want to be motivated.</p>	<p>This is a very limited response in terms of points made and richness of debate. However, it shows some psychological and evaluative awareness, draws examples and is organised, albeit limited, superficial and anecdotal. A weaker response with some commendable comments.</p> <p>Individual differences are identified albeit only superficially. The answer relies on anecdote. There is a lack of psychological knowledge. 'Negative reinforcement' wrongly used – this is not negative reinforcement and the word 'cause' is erroneous.</p> <p>There is an attempt to support with an example but the anecdote not linked to psychology and this demonstrates a lack of any real understanding.</p> <p>The researcher is wrongly identified, should be McClelland-Atkinson and Naf and Nach inaccurately written. None of these points are directly penalised in themselves but are all indications of an inaccurate and imprecise response. The example does, however, support the concepts so although not a high level evaluation or debate, it does demonstrate application. The final paragraph does not add anything to earn additional credit.</p>