



**General Certificate of Education
Advanced Subsidiary/Advanced**

338/01

**PSYCHOLOGY – PSY2
PSYCHOLOGY: CORE STUDIES
AND APPLIED RESEARCH
METHODS**

A.M. THURSDAY, 10 January 2008
(1½ hours)

ADDITIONAL MATERIALS

In addition to this examination paper, you will need a 12 page answer book.

INSTRUCTIONS TO CANDIDATES

Answer **all** questions in Section A **and** Section B.

Answer **one** question in Section C.

INFORMATION FOR CANDIDATES

Mark allocations are shown in brackets.

Note the information given at the start of every Section.

No certificate will be awarded to a candidate detected in any unfair practice during the examination.

SECTION A

Answer *all* questions in this section.

You are reminded that the focus of your response must be the skill of knowledge and understanding.

1. Describe the findings **and** conclusions of Gardner and Gardner's (1969) research 'Teaching sign language to a chimpanzee'. [8]
2. Outline the procedures of Gibson and Walk's (1960) research 'The visual cliff'. [8]
3. Describe the findings **and** conclusions of Rosenhan's (1973) research 'On being sane in insane places'. [8]

SECTION B

Answer *all* questions in this section.

You are reminded that the focus of your response must be the skill of analysis and evaluation.

4. Evaluate Asch's (1955) research 'Opinions and Social Pressure'. [8]
5. Critically assess Rahe, Mahan and Arthur's research (1970) 'Prediction of near-future health change from subject's preceding life changes'. [8]
6. Evaluate Buss's (1989) research 'Sex differences in human mate preferences'. [8]

SECTION C

Answer *either* question 7 *or* question 8.

You are reminded that the focus of your response must be the application of knowledge of research methods to the novel situation.

Either,

7. You have been asked to investigate whether listening to music whilst revising helps recall of information in the examination.

Discuss how you would conduct research into this area explaining the design of the research in terms of:

- (a) method; [2]
- (b) reliability **or** validity; [2]
- (c) (i) ethical issues; [2]
- (ii) ways of dealing with these ethical issues; [2]
- (d) sampling techniques; [2]
- (e) methods of analysis. [2]

Or,

8. You have been asked to investigate if people who live in cities have higher stress levels than people who live in the countryside.

Discuss how you would conduct research into this area explaining the design of the research in terms of:

- (a) method; [2]
- (b) reliability **or** validity; [2]
- (c) (i) ethical issues; [2]
- (ii) ways of dealing with these ethical issues; [2]
- (d) sampling techniques; [2]
- (e) methods of analysis. [2]