



GCE AS/A level

1332/01

PSYCHOLOGY

**UNIT PY2 – PSYCHOLOGY: CORE STUDIES
AND APPLIED RESEARCH METHODS**

P.M. TUESDAY, 29 May 2012

1³/₄ hours

ADDITIONAL MATERIALS

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

INSTRUCTIONS TO CANDIDATES

Use black ink or black ball-point pen.

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

Answer **all** parts of **either** Question 7 **or** Question 8 in Section C.

INFORMATION FOR CANDIDATES

Mark allocations are shown in brackets.

Note the information given at the start of every section.

You are reminded that assessment will take into account the quality of written communication used in answers for all questions in Section A.

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. Summarise the aims **and** context of Langer and Rodin's (1976) research '*The effects of choice and enhanced personal responsibility for the aged: A field experiment in an institutional setting*'. [12]
2. Outline the procedures of Loftus and Palmer's (1974) research '*Reconstruction of Automobile Destruction: An Example of the Interaction between Language and Memory*'. [12]
3. Describe the findings **and** conclusions of Bennett-Levy and Marteau's (1984) research '*Fear of Animals: what is prepared?*'. [12]

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 the methodology of Asch's (1955) research '*Opinions and Social Pressure*'. [12]
5. Evaluate the methodology of Rosenhan's (1973) research '*On Being Sane in Insane Places*'. [12]
6. With reference to alternative evidence, critically assess Milgram's (1963) research '*Behavioural study of obedience*'. [12]

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. A team of psychologists conducted interviews to investigate if there is a difference in the happiness levels of elderly women and men living in different situations. Using quota sampling, the psychologists selected participants who were living alone, living with family members or living in a residential home. Whilst interviewing the participants, the psychologists asked the participants to rate their happiness on a scale between 1 (not happy) and 5 (very happy). The psychologists then calculated the mean happiness scores for the different living situations.

	Mean Happiness Score
Elderly who live alone	2.7
Elderly who live with family members	4.3
Elderly who live in a residential home	3.2

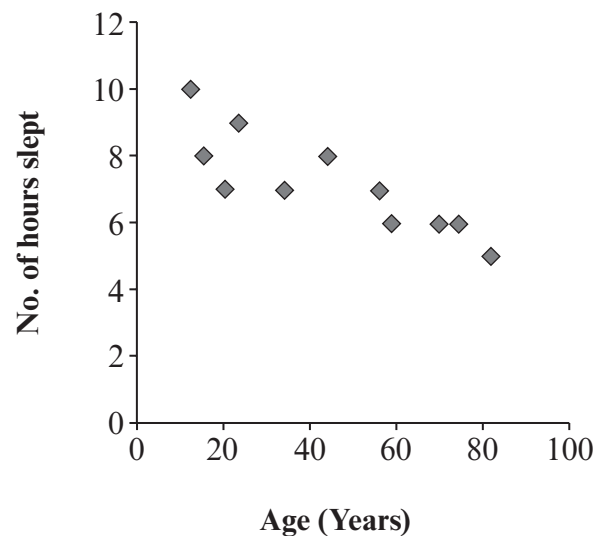
- (a) Outline **one** advantage and **one** disadvantage of using an interview in this research. [3]
- (b) Identify **one** issue of reliability in this research and describe how you could deal with this issue of reliability. [3]
- (c) Identify **one** issue of validity in this research and describe how you could deal with this issue of validity. [3]
- (d) Outline **one** advantage and **one** disadvantage of using quota sampling in this research. [3]
- (e) Discuss **one** ethical issue that might arise in this research. [3]
- (f) State **one** conclusion that can be drawn from the mean scores in this research. [3]

QUESTION 8 IS ON THE NEXT PAGE

SECTION C (*continued*)

Or,

8. A psychologist conducted a correlation between age and the amount of sleep required. The psychologist asked an opportunity sample of friends and family members to estimate the amount of sleep they had during the previous night to the nearest hour. The psychologist also noted their age in years. The psychologist then plotted the information on the scattergraph below.



- (a) Outline **one** advantage and **one** disadvantage of using a correlation in this research. [3]
- (b) Identify **one** issue of reliability in this research and describe how you could deal with this issue of reliability. [3]
- (c) Identify **one** issue of validity in this research and describe how you could deal with this issue of validity. [3]
- (d) Outline **one** advantage and **one** disadvantage of using opportunity sampling in this research. [3]
- (e) Discuss **one** ethical issue that might arise in this research. [3]
- (f) State **one** conclusion that can be drawn from the scattergraph in this research. [3]