



GCE AS/A level

1332/01

PSYCHOLOGY – PY2

Core Studies And Applied Research Methods

A.M. MONDAY, 21 January 2013

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 Buss's (1989) research '*Sex differences in human mate preferences*'. [12]
2. Outline the procedures of Gardner and Gardner's (1969) research '*Teaching Sign Language to a Chimpanzee*'. [12]
3. Describe the findings **and** conclusions of Gibson and Walk's (1960) research '*The Visual Cliff*'. [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 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]
5. Evaluate the methodology of Rahe, Mahan and Arthur's (1970) research '*Prediction of near-future health change from subjects' preceding life changes*'. [12]
6. With reference to alternative evidence, critically assess Asch's (1955) research '*Opinions and Social Pressure*'. [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 an observation to investigate whether boys or girls at a local school are more likely to disobey uniform rules. They observed an opportunity sample of school students during lunchtime and recorded the number of rules broken with their uniform (e.g. shirt untucked, tie not done up properly). After observing 10 boys and 10 girls the psychologists then presented the modal scores of the number of uniform rules broken in the table below.

	Modal number of uniform rules broken
Boys	2
Girls	5

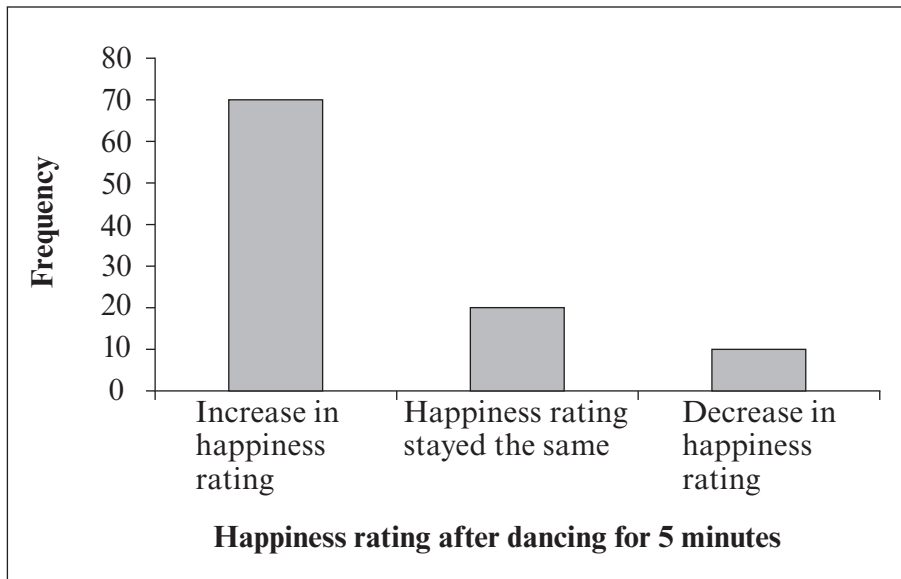
- (a) Outline **one** advantage and **one** disadvantage of using an observation in this research. [3]
- (b) Identify **one** issue of reliability in this research and describe how you could deal with this issue of reliability. [3]
- (c) Identify **one** issue of validity in this research and describe how you could deal with this issue of validity. [3]
- (d) Outline **one** advantage and **one** disadvantage of 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 modal scores in this research. [3]

QUESTION 8 IS ON THE NEXT PAGE

SECTION C (*continued*)

Or,

8. A team of psychologists conducted a laboratory experiment to investigate if dancing for 5 minutes changes happiness ratings. They chose a stratified sample of various age ranges. The researchers asked the participants to rate how happy they were on a 6 point scale with 0 being not happy and 5 being very happy. They then asked the participants to dance for 5 minutes and rate their happiness again, using the same 6 point scale. The results were presented in the bar chart below.



- (a) Outline **one** advantage and **one** disadvantage of using a laboratory experiment 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 stratified 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 bar chart in this research. [3]