

General Certificate of Education  
June 2004  
Advanced Subsidiary Examination



**PSYCHOLOGY (SPECIFICATION A)**  
**Unit 3 Social Psychology and Research Methods**

**PYA3**

Thursday 27 May 2004 Afternoon Session

**In addition to this paper you will require:**  
an 8-page answer book.

Time allowed: 1 hour

**Instructions**

- Use blue or black ink or ball-point pen.
- Write the information required on the front of your answer book.
- The *Examining Body* for this paper is AQA. The *Paper Reference* is PYA3.
- In Section A answer **one** question. You should attempt **all** parts of the question you choose.
- In Section B answer the question. You should attempt **all** parts of the question.
- Do all rough work in the answer book. Cross through any work you do not want marked.

**Information**

- The maximum mark for this paper is 62.
- Mark allocations are shown in brackets.
- In addition to the mark allocations indicated within the paper, you will be awarded up to 2 marks for your ability to organise and present information, ideas, descriptions and arguments clearly and logically. Account will be taken of your use of grammar, punctuation and spelling and the legibility of your handwriting.

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**SECTION A SOCIAL PSYCHOLOGY**

Answer **one** question from this Section.

You should attempt **all** parts of the question you choose.

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**1****Total for this question: 30 marks**

- (a) (i) Explain what is meant by social influence. *(3 marks)*
- (ii) Select **two** forms of social influence and explain the difference between them. *(3 marks)*
- (b) Outline the findings from **one** study of obedience to authority and give **one** criticism of this study. *(3 marks + 3 marks)*
- (c) “Most studies of majority influence have been carried out in laboratories and thus might not tell us much about the way people conform in the real world.”

Briefly outline findings from studies of majority influence (conformity) and consider the value of such studies. *(18 marks)*

**2****Total for this question: 30 marks**

- (a) Explain what is meant by the terms:
- (i) experimental validity;
- (ii) ecological validity. *(3 marks + 3 marks)*
- (b) Describe the aims and procedures of **one** study of minority influence. *(6 marks)*
- (c) Outline and evaluate ways in which psychologists have dealt with ethical issues raised in social influence research. *(18 marks)*

**SECTION B RESEARCH METHODS**

Answer the question from this Section.

You should attempt **all** parts of the question.

3

**Total for this question: 30 marks**

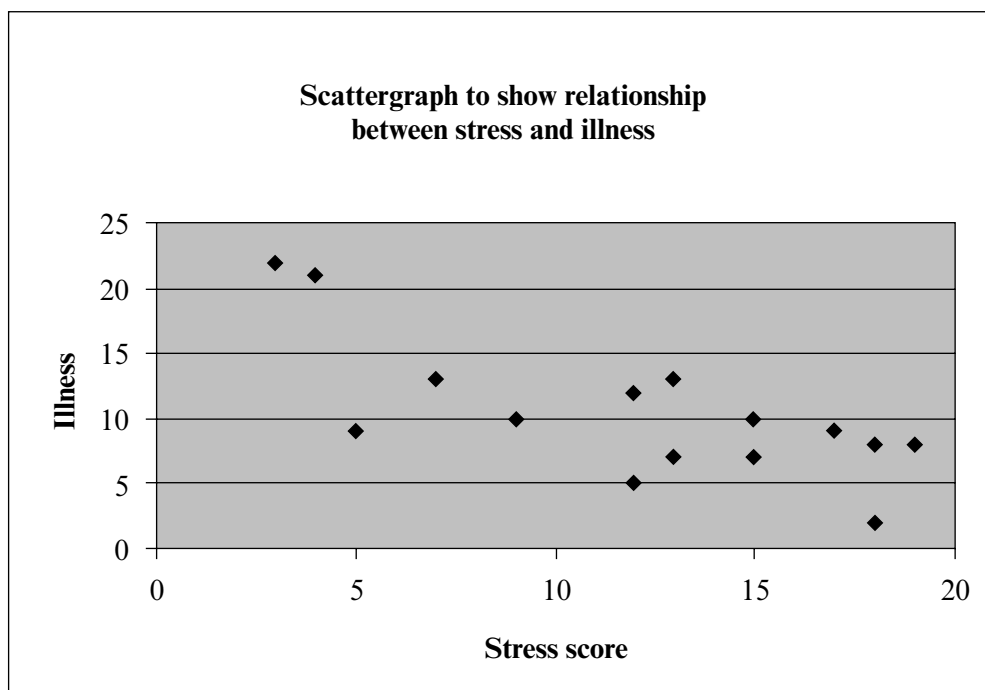
As part of their coursework, a small group of AS Level Psychology students decided to examine the relationship between stress and physical illness. They designed a scale to measure stress using a list of 20 life events (e.g. exams, driving test, end of a relationship). After getting permission from their Head Teacher and the participants' parents to conduct the study, they obtained a random sample of 15 students from the 6th Form.

They asked the participants to tick any of the life events that they had experienced in the past two years. This was used to establish a stress score between 0 and 20. On this scale a high score indicates a lot of stress. After each participant had completed the stress scale, they were asked how many days they had taken off school through illness that year.

Previous research had led the Psychology students to expect a positive correlation between stress and illness.

The results are shown on the scattergraph below.

The correlation coefficient was  $-0.734$ .



**QUESTION 3 CONTINUES ON THE NEXT PAGE**

**Turn over ►**

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- (a) How were the variables “stress” and “illness” operationalised by the students who designed the study? *(2 marks + 2 marks)*
- (b) (i) What is meant by investigator effects? *(1 mark)*  
(ii) Give an example of **one** possible investigator effect in this study. *(2 marks)*  
(iii) Describe how this investigator effect might be overcome in this study. *(2 marks)*
- (c) (i) What is meant by the term correlation coefficient? *(2 marks)*  
(ii) Using the information from the scattergraph **and/or** the correlation coefficient, describe the relationship between stress and illness that the researchers found in this study. *(2 marks)*  
(iii) Give **one** advantage and **one** disadvantage of an investigation using a correlational analysis. *(2 marks + 2 marks)*
- (d) (i) Explain how the students might have selected their random sample. *(2 marks)*  
(ii) Give **one** limitation of random sampling. *(2 marks)*
- (e) Although the students correctly obtained permission from their Head Teacher and the participants’ parents,  
(i) identify **one** ethical issue that they do not seem to have considered. *(1 mark)*  
(ii) Explain how the researchers could have dealt with this ethical issue. *(2 marks)*
- (f) Due to the unexpected nature of the findings, the students felt it would be useful to gather some qualitative data about the participants’ experiences of stress and illness.  
(i) Explain how they could obtain such qualitative data about participants’ experiences. *(3 marks)*  
(ii) Outline how they could analyse the data collected. *(3 marks)*

**END OF QUESTIONS**