

General Certificate of Education
January 2007
Advanced Subsidiary Examination



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

PYA3

Thursday 11 January 2007 9.00 am to 10.00 am

For this paper you must have:

- 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.
- Where the term **research** appears in a question, you may refer to theories and/or studies as appropriate.
- Do all rough work in the answer book. Cross through any work you do not want to be marked.

Information

- The maximum mark for this paper is 62.
- Two of these marks will be awarded for using good English, organising information clearly and using specialist vocabulary where appropriate.
- The marks for questions are shown in brackets.

SECTION A: SOCIAL PSYCHOLOGY

Answer **one** question from this section. You should attempt **all** parts of the question you choose.

Where the term **research** appears in a question, you may refer to theories and/or studies as appropriate.

Total for this question: 30 marks

- 1 (a) Explain **two** ethical issues that have arisen in social influence research. *(3 marks + 3 marks)*
- (b) Describe the aims and conclusions of **one** study into obedience to authority. *(6 marks)*
- (c) Outline and evaluate research into minority influence. *(18 marks)*

Total for this question: 30 marks

- 2 (a) (i) Give **one** explanation of why people yield to majority influence. *(3 marks)*
- (ii) Give **one** explanation of why people yield to minority influence. *(3 marks)*
- (b) Ethical issues may arise in social influence research. Outline **two** ways psychologists deal with these issues. *(3 marks + 3 marks)*
- (c) ‘Validity is a general concept and there are different types, such as internal validity and external validity.’
- Discuss the validity of studies of obedience to authority. *(18 marks)*

Turn over for the next section

Turn over ►

SECTION B: RESEARCH METHODS

Answer **the** question from this section. You should attempt **all** parts of the question.

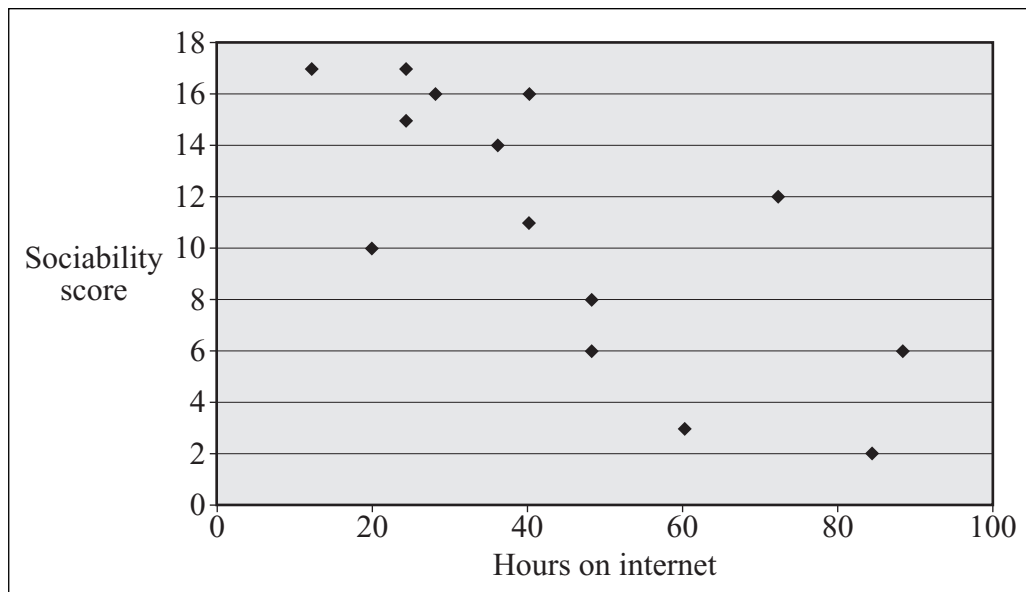
Total for this question: 30 marks

- 3** Research has shown that there is a relationship between internet use and sociability. A psychologist decided to investigate this by asking volunteers from the sixth forms of several local schools to keep a diary. Each volunteer recorded in a diary the number of hours spent using the internet over a four-week period.

At the end of four weeks, all the participants were given a test to measure their sociability. A high score on this test indicates that someone is very sociable.

The results were plotted on a scattergraph. A correlation coefficient of -0.752 was found between internet use and sociability.

Scattergraph to show relationship between internet use and sociability



- (a) Identify the **two** variables measured in this study. (1 mark + 1 mark)
- (b) Write a directional hypothesis for this study. (2 marks)
- (c) The investigation described above used a correlational analysis.
- (i) Explain **one** advantage and **one** disadvantage of using a correlational analysis. (2 marks + 2 marks)
- (ii) What is meant by the term *correlation coefficient*? (2 marks)

- (d) What conclusion might the psychologist draw from the findings of this study? (2 marks)
- (e) Outline **one** ethical issue that the psychologist should have considered in this study.
Explain how the psychologist could have dealt with this issue. (3 marks)
- (f) (i) Outline **one** limitation of using a volunteer sample. (2 marks)
- (ii) Identify **one** other method of selecting participants for this study. Explain how this method of selection might be put into practice. (3 marks)
- (g) (i) What is meant by the term *reliability*? (1 mark)
- (ii) Outline **one** way to assess the reliability of this study. (2 marks)
- (h) Following the study described above, the psychologist wanted to find out more about the relationship between internet use and sociability. To do this, the psychologist decided to obtain qualitative data by interviewing some of the participants.
- (i) Give **one** example of a question that the psychologist might use to produce qualitative data. Explain why this would produce qualitative data. (3 marks)
- (ii) In the context of this study, outline **one** strength and **one** weakness of qualitative data. (2 marks + 2 marks)

END OF QUESTIONS

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