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Answer TWO questions only.

If you answer Question 1 put a cross in the box .

1.

Data gathered in psychological research can be regarded as either quantitative or qualitative. There is constant disagreement about which type of data is preferable for the study of human behaviour.

(a) Explain what is meant by **quantitative** data.

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(b) Explain what is meant by **qualitative** data.

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If you answer Question 2 put a cross in the box ☒ .

2.

Conducting research with humans and with non-human animals places a special responsibility on those doing the research to ensure that everything is done in an ethical manner. In both cases, guidelines now exist to ensure that this is done.

- (a) Outline **two** ethical guidelines for the use of non-human animals in psychological research.

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(b) Choose **one** psychological study of non-human animals that has ethical implications.
Describe this study.

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(c) (i) Using psychological research, explain why it might be **ethically justifiable** to use non-human animals.

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(ii) Using psychological research, explain why it might be **ethically unjustifiable** to use non-human animals.

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<p>(d) Outline four ethical guidelines for the use of human participants in psychological research. Evaluate the use of ethical guidelines for human participants.</p> <p>.....</p> <p>.....</p> <p>.....</p> <p>.....</p> <p>.....</p> <p>.....</p> <p>.....</p> <p>.....</p> <p>.....</p> <p>.....</p> <p>.....</p> <p>.....</p> <p>.....</p> <p>.....</p> <p>.....</p> <p>.....</p> <p>.....</p> <p>.....</p> <p>.....</p> <p>.....</p> <p>.....</p> <p>.....</p> <p>.....</p> <p>.....</p> <p>.....</p> <p>.....</p> <p>.....</p> <p>.....</p> <p>.....</p> <p>.....</p> <p>.....</p> <p>.....</p> <p>.....</p> <p>.....</p> <p>.....</p> <p>.....</p> <p>.....</p>	<p>Leave blank</p>
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(Total 36 marks)

Q2



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If you answer Question 3 put a cross in the box ☒.

3.

The Psychodynamic Approach is one of the oldest attempts to explain human behaviour, the Cognitive Approach is one of the most recent. In spite of this, both have made valuable contributions to society.

(a) Explain **two** key assumptions from the Psychodynamic Approach.

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(b) Explain **two** key assumptions from the Cognitive Approach.

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(d) Describe and evaluate the contributions of the Psychodynamic Approach **and** the Cognitive Approach to society.

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