



ADVANCED SUBSIDIARY GCE
PSYCHOLOGY
 Psychological Investigations

G541

Candidates answer on the Answer Booklet

OCR Supplied Materials:

- 8 page Answer Booklet

Other Materials Required:

None

Thursday 8 January 2009
Afternoon

Duration: 1 hour



INSTRUCTIONS TO CANDIDATES

- Write your name clearly in capital letters, your Centre Number and Candidate Number in the spaces provided on the Answer Booklet.
- Use black ink. Pencil may be used for graphs and diagrams only.
- Read each question carefully and make sure that you know what you have to do before starting your answer.
- Answer **all** questions in Sections A, B and C.
- Do **not** write in the bar codes.

INFORMATION FOR CANDIDATES

- The number of marks is given in brackets [] at the end of each question or part question.
- The total number of marks for this paper is **60**.
- Quality of written communication is assessed throughout this paper.
- Candidates should:
 - ensure that text is legible and that spelling, punctuation and grammar are accurate so that meaning is clear;
 - select and use a form and style of writing appropriate to purpose and to complex subject matter;
 - organise information clearly and coherently, using specialist vocabulary where appropriate.
- This document consists of **4** pages. Any blank pages are indicated.

Section A

Answer **all** questions.

A psychologist is interested in investigating people's beliefs in the paranormal (e.g. ghosts, telepathy, unidentified flying objects) and decides to use a self-report measure to conduct their study.

- 1 Describe how a self-selecting sampling technique could be used to obtain participants for this study. [3]

- 2 (a) Explain what is meant by an 'open question' and a 'closed question'. [4]
(b) Outline **one** strength and **one** weakness of using open questions in a study investigating people's belief in the paranormal. [4]
(c) Outline **one** strength and **one** weakness of using closed questions in a study investigating people's belief in the paranormal. [4]

- 3 (a) Suggest a question that participants could be asked in this study, using a rating scale. [2]
(b) Outline **one** advantage of using a question involving a rating scale in this study. [3]

Section A Total [20]

Section B

Answer **all** questions.

Researchers want to conduct an observation investigating the use of mobile phones by students in their free time in college.

- 4 Describe and evaluate an appropriate procedure that could be used in this study. [10]
- 5 Explain the difference between time sampling and event sampling in observational research. [4]
- 6 Outline **one** strength and **one** weakness of conducting observational research in this study. [6]

Section B Total [20]

Section C

Answer **all** questions.

A researcher has conducted an independent measures design experiment to investigate whether chewing gum influences concentration. She recorded how many changes were detected in a 'spot-the-difference' puzzle, by people chewing gum when completing the task, compared to those who were not. The results are in the table below.

Number of differences detected in a 'spot-the-difference' puzzle (max =12)	
Chewing gum whilst completing task	Not chewing gum whilst completing task
11	9
10	7
8	5
4	7
12	6

- 7 Suggest an appropriate alternate hypothesis for this experiment. [4]
- 8 (a) Identify the independent variable (IV) and dependent variable (DV) in this experiment. [2]
 (b) Describe an alternative way to operationalise the dependent variable in this experiment. [4]
- 9 Outline **one** strength and **one** weakness of using an independent measures design in this experiment. [6]
- 10 Outline **two** findings from the data collected in this study. [4]

Section C Total [20]