



**ADVANCED GCE
PSYCHOLOGY**

Approaches and Research Methods in Psychology

G544

Candidates answer on the Question Paper

OCR Supplied Materials:
None

Other Materials Required:
None

**Wednesday 30 June 2010
Afternoon**

Duration: 1 hour 30 minutes



Candidate Forename		Candidate Surname	
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Centre Number						Candidate Number				
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MODIFIED LANGUAGE

INSTRUCTIONS TO CANDIDATES

- Write your name clearly in capital letters, your Centre Number and Candidate Number in the boxes above.
- 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** the questions in **Section A** and **either** question 8 **or** question 9 in **Section B**.
- Do **not** write in the bar codes.
- Write your answer to each question in the space provided. Additional answer space is available on the lined pages at the back of the book. Answers on these pages must be clearly numbered.

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 **80**.
- This document consists of **20** pages. Any blank pages are indicated.

Section A

These questions are about how you could conduct a piece of research related to the task below.

Psychologists use correlational designs to investigate relationships between variables that are difficult to investigate experimentally. Correlational designs are often used to investigate the relationship between environmental variables and human behaviour. For example, research has examined environmental variables such as heat, sunshine, pollution and social density (crowding) and their relationships with happiness, aggression, helping behaviours and performance on cognitive tasks.

Task

You must choose **one** of the options **(a)–(g)**:

- (a)** The relationship between levels of exposure to sunlight and happiness
- (b)** The relationship between social density (crowding) and aggressive behaviours
- (c)** The relationship between social density (crowding) and helping behaviours
- (d)** The relationship between social density (crowding) and performance on cognitive tasks
- (e)** The relationship between pollution levels and aggressive behaviours
- (f)** The relationship between temperature and aggressive behaviours
- (g)** The relationship between noise and performance on cognitive tasks

You must use a correlational design and plan to collect at least ordinal level data.

It must be a practical project that could be conducted.

Section A

Answer **all** the questions in **Section A** in relation to your correlational design.

State the option from **(a)–(g)** you have chosen for your practical project.

1 State an alternate hypothesis for your practical project.

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3 Which inferential (non-parametric) test would you use to analyse the data? Give reasons for your choice.

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4 (a) Sketch a graph to present the data that could be collected.

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(b) What could this graph tell you about the relationship between the two variables?

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5 Explain **one** weakness of conducting this practical project as a correlation.

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6 Choose **one** ethical issue in the conduct of this project and state how you would deal with it.

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7 Outline **one** other way to investigate your research question.

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Section A Total [40]

Section B

Answer **either** question 8 **or** question 9

EITHER

8 (a) Using your knowledge of psychology, briefly outline the social approach to psychology.

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OR

9 (a) Using your knowledge of psychology, briefly outline **one** ethical issue when conducting observational research.

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(b) Choose any **two** pieces of experimental research and describe the ethical issues that they raise.

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(d) Compare the experimental method and the observational method. Use examples of psychological research to support your answer.

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If you use these lined pages to complete the answer to any question, you must clearly show the question number.

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