

**OXFORD CAMBRIDGE AND RSA EXAMINATIONS  
AS GCE**

**G541/01**

**PSYCHOLOGY**

**Psychological Investigations**

**TUESDAY 13 MAY 2014: Afternoon**

**DURATION: 1 hour  
plus your additional time allowance**

**MODIFIED ENLARGED**

<b>Candidate forename</b>		<b>Candidate surname</b>	
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<b>Centre number</b>						<b>Candidate number</b>				
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**Candidates answer on the Question Paper.**

**OCR SUPPLIED MATERIALS:**

**None**

**OTHER MATERIALS REQUIRED:**

**None**

**READ INSTRUCTIONS OVERLEAF**

## **INSTRUCTIONS TO CANDIDATES**

**Write your name, centre number and candidate number in the boxes on the first page. Please write clearly and in capital letters.**

**Use black ink. HB pencil may be used for graphs and diagrams only.**

**Answer ALL the questions in Sections A, B and C.**

**Read each question carefully. Make sure you know what you have to do before starting your answer.**

**Write your answer to each question in the space provided. If additional space is required, you should use the lined page(s) at the end of this booklet. The question number(s) must be clearly shown.**

## **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.**

**Any blank pages are indicated.**

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## **SECTION A**

**Answer ALL questions.**

**Psychologists want to use the observation method to investigate students' ability to resist temptation. They will watch how each student behaves when sitting at a table with a chocolate bar placed in front of them and told they cannot eat it.**

- 1 Describe and evaluate a suitable procedure for this observation study. [10]**

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## **2 What is time sampling?**

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[2]

## **3 (a) What is event sampling?**

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[2]

### **(b) Outline ONE advantage of event sampling if it were used in this study.**

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[3]

**4 Outline ONE disadvantage of having quantitative data in this study.**

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**[3]**

## SECTION B

Answer ALL questions.

**La la la, la la la la la – can't get you out of my head.**  
**Why is it that after hearing a song we sometimes keep hearing it in our head at different times throughout the day? A psychologist investigated this using the self-report method. Five male and five female students aged 16–19 years old were played a song with a 'catchy tune' through headphones at 9 o'clock in the morning. They were then told to keep a diary making a note of when the song came back in their head throughout the rest of the day until 6pm.**

Participants		Number of times the song was reported being heard in the head
1	Males	17
2		4
3		12
4		16
5		8
6	Females	23
7		15
8		35
9		28
10		32



- 5 (a) Explain how to calculate the median and state the median number of times that the males reported hearing the song in their head.**

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**[2]**

- (b) Why might the median be more appropriate than the mean in this study?**

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**[2]**

[illegible]

10

[illegible]

- 8 (a) Suggest ONE open question that could have been used in this study.**

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**[2]**

- (b) Suggest ONE closed question that could have been used in this study.**

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**[2]**

## SECTION C

Answer ALL questions.

**Yawn, yawn, yawn. When we see someone yawn we often yawn ourselves. But can just thinking about yawning have the same effect? Psychologists conducted a laboratory experiment to investigate this. First the participants watched a short film of a teacher yawning part way through giving instructions to her students. Next the same participants were given an extract from a book to read that included the word ‘yawn’. The psychologists recorded how many times the participants yawned whilst watching the film and whilst reading the passage.**

- 9 Suggest an appropriate null hypothesis for this experiment.**

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**[4]**

**10 (a) Identify the experimental design used in this study.**

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**[2]**

**(b) Describe and evaluate how an alternative experimental design could be used in this study.**

[illegible]

**11 (a) How has the independent variable (IV) been operationalised in this study?**

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**[2]**



[illegible]

**END OF QUESTION PAPER**

## ADDITIONAL ANSWER SPACE

If additional answer space is required, you should use the following lined page(s). The question number(s) must be clearly shown in the margins.








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