



**ADVANCED SUBSIDIARY GCE**  
**PSYCHOLOGY**  
 Psychological Investigations

**G541**

Candidates answer on the Answer Booklet

**OCR Supplied Materials:**

- 8 page Answer Booklet

**Other Materials Required:**

None

**Friday 15 May 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 researcher is interested in finding out why students at a large sixth form college have decided to study psychology. He is going to use a self-report questionnaire.

- 1 (a) Suggest **one** open and **one** closed question that could be used to investigate subject choice. [4]
- (b) Discuss the validity of the closed question you have suggested to investigate subject choice. [4]
- 2 (a) Suggest how the researcher could use a random sampling technique to get 40 psychology students to complete the questionnaire. [2]
- (b) Evaluate the use of random sampling in this study. [4]
- 3 (a) What is quantitative data? [2]
- (b) Outline **one** strength and **one** weakness of quantitative data in this study. [4]

**Section A Total [20]**

**Section B**

Answer **all** questions.

A researcher wants to conduct an experiment to investigate if there is a difference in the memory ability of primary school pupils in the morning compared to the afternoon. Each pupil will be assessed in both the morning and the afternoon.

- 4 Describe and evaluate **one** way in which memory could be measured in this investigation. [10]
- 5 Explain the difference between an independent measures design and a repeated measures design. [4]
- 6 Outline **one** strength and **one** weakness of using a repeated measures design for this investigation. [6]

**Section B Total [20]**

## Section C

Answer **all** questions.

A researcher has conducted a correlational study to investigate the relationship between how important a person thinks appearance is and how much they spend on clothes each month. The first variable was 'self rating of the importance of appearance' measured on a ten point scale (where 1 = not important and 10 = extremely important). The second variable was 'amount of money spent on clothes each month' measured by asking people to estimate to the nearest five pounds how much they spent in a typical month. The results are in the table below.

Participants (initials)	Self-rating of importance of appearance	Amount spent on clothes each month
HA	6	£80
EP	8	£120
SF	9	£100
PR	3	£110
MS	7	£75
JP	4	£35
AG	3	£15
BF	5	£50

- 7 Suggest an appropriate null hypothesis for this study. [4]
- 8 (a) Sketch an appropriately labelled scattergraph displaying the results of this study. [4]
- (b) Outline **two** conclusions from the data in this scattergraph. [4]
- 9 Outline **one** strength and **one** weakness of the way 'importance of appearance' was measured in the study. [6]
- 10 Explain what is meant by a negative correlation. [2]

**Section C Total [20]**



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