



**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 3 February 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**

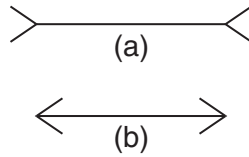
- The number of marks is given in brackets [ ] at the end of each question or part question.
- The total number of marks for this paper is **80**.
- This document consists of **20** pages. Any blank pages are indicated.

## Section A

Your task is to answer questions about how a piece of research related to the passage below could be conducted.

Cognitive processes include memory and perception. Just as our memories can become distorted, we can all have mistaken perceptions.

Many of us are familiar with such classic illusions as the Muller-Lyer illusion – where the line with the outgoing fins, figure (a) appears longer than the line with the ingoing fins, figure (b). In fact they are the same length.



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

- (a) Are older people more likely to have visual illusions than younger people?
- (b) In a Muller-Lyer illusion will people be less accurate in judging the length of lines when they hear another person give a wrong judgement, than if they judge alone?
- (c) Will women remember details of clothing better than males?
- (d) Can police officers remember car registration plates better than other people?
- (e) Do hungry people remember words about food better than people who are not hungry?
- (f) Are people more affected by the Muller-Lyer illusion if they live in a city than if they live in rural areas?
- (g) Are people more likely to give a wrong answer if they are asked a leading question, than if they are not asked a leading question?

You must use an independent measures design experiment and plan to collect at least ordinal level data. It must be a practical project that could be conducted.

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

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

**1** State the null hypothesis for your practical project.

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3 Give an advantage of using an alternative experimental design in this practical project.

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4 Assess the validity of your investigation in measuring the dependent variable.

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5 Outline how you could select a sample which would be representative.

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6 What ethical issues would you consider in designing your practical project?

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7 Suggest **one** idea for possible future research related to your practical project.

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[Total: 40]

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**Section B**

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

**EITHER**

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

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**(b)** Describe **two** pieces of research that use the cognitive approach to psychology.

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OR

9 (a) Using your knowledge of psychology, briefly outline what is meant by ecological validity.

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