

**ADVANCED SUBSIDIARY GCE  
PSYCHOLOGY**  
Psychological Investigations

**G541**

Candidates answer on the question paper.

**OCR supplied materials:**

None

**Other materials required:**

None

**Wednesday 25 May 2011  
Morning**

**Duration: 1 hour**



Candidate forename		Candidate surname	
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Centre number						Candidate number				
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**MODIFIED LANGUAGE**

**INSTRUCTIONS TO CANDIDATES**

- Write your name, your centre number and candidate number in the boxes above. Please write clearly and in capital letters.
- Use black ink. Pencil may be used for graphs and diagrams only.
- 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 pages at the end of this booklet. The question number(s) must be clearly shown.
- 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.
- This document consists of **12** pages. Any blank pages are indicated.

**Section A**

Answer **all** questions.

A researcher investigated the behaviour of people waiting in a bus queue. The researcher conducted the study using the participant observation method. The observation took place on a week day between 8am and 10am using event sampling.

The table shows the number of times different behaviours were observed.

Reading (magazine, newspaper, book etc)	Talking to other people	Listening to music through headphones	Using a mobile phone	Waiting quietly doing nothing
31	11	18	26	8

1 (a) What is participant observation?

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..... [2]

(b) Identify **one** strength and **one** weakness of using the participant observation method in this study.

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..... [4]

2 (a) What is event sampling?

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..... [2]

(b) Identify **one** strength and **one** weakness of using event sampling in this study.

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..... [4]

3 (a) Sketch an appropriate graph or chart to show the findings from this study.

[4]

(b) Outline **two** findings from the data shown in this graph or chart.

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..... [4]

**Total [20 Marks]**

**Section B**

Answer **all** questions.

Psychologists conducted a study investigating factors which influenced inter-personal attraction. The psychologists used the self-report method. The method involved asking people questions about how important age, appearance, personality, occupation and money were when forming romantic relationships. People were approached in a local shopping centre one weekday morning. They were asked if they would take a questionnaire home to complete and return the completed questionnaire using a pre-paid envelope.

4 (a) Identify **two** ethical issues in this study.

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..... [4]

(b) Suggest how you could deal with **one** of these ethical issues.

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..... [3]



6 Name and describe an alternative sampling method for this study.

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..... [3]

**Total [20 Marks]**













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