

**ADVANCED GCE  
PSYCHOLOGY**

Approaches and Research Methods in Psychology

**G544**

Candidates answer on the question paper.

**OCR supplied materials:**

None

**Other materials required:**

None

**Tuesday 21 June 2011  
Morning**

**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, 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 page at the end of this booklet. The question number(s) must be clearly shown.
- Answer **all** the questions in **Section A** and **either** question 8 **or** question 9 in **Section B**.
- 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 **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 could be conducted.

Psychologists are interested in the factors that influence effective learning. Any strategies that can aid students in their recall of information are always welcome. Memory can be improved during the process of registration, storage or recall. Factors that may improve memory could be social, physiological, environmental or psychological.

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

- (a)** The effect of music on memory recall
- (b)** The effect of noise on memory recall
- (c)** The effect of familiarity of words on memory recall
- (d)** The effect of presence of others on memory recall
- (e)** The effect of organisation of material on memory recall
- (f)** The effect of pictures or words on memory recall.
- (g)** The effect of interference from other material on memory recall

You must use a repeated measures design experiment and plan to collect quantitative data. It must be a practical project that could be conducted.

**Section A**

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

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

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

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..... [3]





3 Outline **one** advantage of using the repeated measures design in your practical project.

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..... [3]

4 (a) Explain **one** strength of the sampling method you would use in your practical project.

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..... [3]

(b) Explain **one** weakness of the sampling method you would use in your practical project.

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..... [3]

5 State an appropriate statistical test you would use to analyse the data collected. Give reasons for your choice.

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..... [3]

6 Briefly discuss **one** ethical issue in relation to your practical project.

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..... [3]

7 Suggest an alternative way of measuring the dependent variable in your practical project.

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..... [3]

**Section A Total [40]**

**Section B**

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

**EITHER**

**8 (a)** Briefly outline the physiological approach to psychology.

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OR

9 (a) Briefly outline the self-report method used in psychology.

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