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Centre number						Candidate number				
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**OXFORD CAMBRIDGE AND RSA EXAMINATIONS
GCSE**

B543/01

PSYCHOLOGY

Research in Psychology

WEDNESDAY 1 FEBRUARY 2012: Afternoon

DURATION: 1 hour

SUITABLE FOR VISUALLY IMPAIRED CANDIDATES

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.**
- **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.**

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 40.**

SECTION A – PLANNING, DOING AND ANALYSING RESEARCH

Answer ALL questions.

THE SOURCE

A psychologist wanted to investigate whether there are gender differences in the way males and females communicate.

The psychologist used an opportunity sample of two men and two women to take part in her research. Participants were invited to her laboratory to take part in a group discussion. She sat in the room with the participants watching and recording the number of times they hesitated and interrupted each other.

The results from the observation are shown in the table below:

TABLE 1

The total number of hesitations and interruptions shown by males and females.

VERBAL COMMUNICATION	MALES	FEMALES
Interruptions	9	28
Hesitations	20	6

1 Give the aim of the study in the Source.

[1]

2 State an alternate hypothesis for this study.

[2]

3 Outline ONE problem with the sample used in this study.

[2]

4 State ONE other sampling method the psychologist could have used other than opportunity sampling.

[1]

- 5 Using the data in the Source (Table 1), identify which type of verbal communication was used most by males.**

Tick ONE box to show your answer.

Hesitations **Interruptions** **[1]**

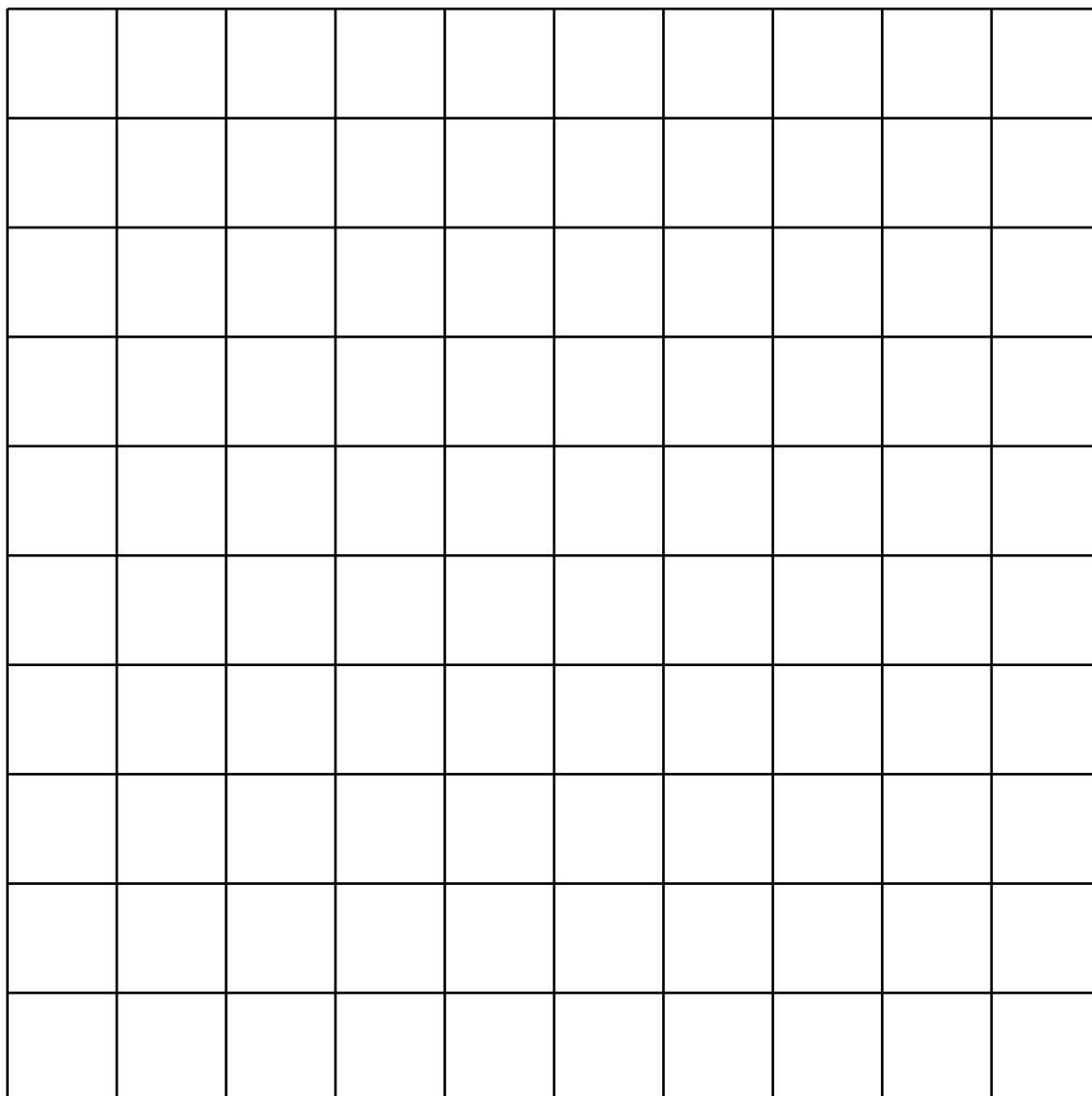
- 6 The psychologist collected quantitative data from her observation.**

State what quantitative data is.

_____ **[1]**

7 Using the data in the Source (Table 1), draw and label a bar chart to display the results of this study.

Use the space below.



[4]

8 The psychologist used a non-participant observation.

Explain how participant observations are different from non-participant observations.

[3]

9 Reliability can be a problem in observations.

(a) State what reliability is.

[1]

(b) Explain how reliability could be improved in this study.

[3]

10 The psychologist used an overt observation.

Describe ONE strength of using an overt observation for this study.

[2]

11 Explain what is meant by the observer effect.

[2]

12 The psychologist used an observation. She could have used a case study instead.

Identify TWO features of a case study. Tick TWO boxes to show your answer.

It tests cause and effect.

It involves an in-depth analysis.

It uses qualitative data.

It is carried out on large samples.

[2]

[Total: 25]

SECTION B – PLANNING AN INVESTIGATION

You have been asked to carry out a questionnaire to investigate whether the amount of sleep a person has affects their ability to learn. The theory is that if people do not get enough sleep, they do not learn as well as those who do.

Use this space to plan your answer.

13 (a) State a hypothesis for your investigation.

[2]

(b) Give an example of ONE question you would use and explain why you would use it.

[3]

(c) Briefly outline how you would carry out the questionnaire to investigate whether the amount of sleep a person gets affects their ability to learn.

[3]

(d) Describe ONE ethical issue you would need to consider when investigating the effects of sleep on learning ability in your investigation.

[2]

(e) Explain how social desirability may affect the questionnaire in your investigation.

[3]

(f) Outline ONE strength of using a questionnaire in your investigation.

[2]

[Total: 15]

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