



MARKSCHEME

November 2004

PSYCHOLOGY

Higher Level

Paper 3

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- 1. When interviewing techniques are used the researcher needs to be aware of the ethical considerations involved in the interview situation.**

Discuss the ethical considerations relevant to the interviewing process and their effects on the data produced.

[10 marks]

Refer to the markbands for paper 3 when marking this question.

Candidates should be aware that ethical considerations are important at all stages of the interview process - before, during and after the interview. A prepared statement should be read to each interviewee just prior to the interview, that indicates his/her rights in the interview situation including

- the reason for the interview (e.g. informed consent)
- the right to withdraw at any time
- confidentiality and anonymity
- the right to alter the transcript or recordings produced during the interview.

High scoring candidates should identify and examine most of these points and note their effects upon subsequent data. For example, an astute candidate might indicate awareness of the effects of demand characteristics or the point that data is not likely to exhibit validity if interviewees are unaware of the purpose of the interview.

Lower scoring candidates are likely to identify only one or two factors and to offer inadequate explanations, or ignore effects on the data produced.

2. (a) **Explain, using *one* example, why a small scale survey may be useful in psychological research.** **[4 marks]**

There are several examples of small scale surveys available in psychological research literature. Alternatively the candidate may create his/her own example. The interpretation of the terms ‘small scale’ and ‘psychological’ should be interpreted fairly generously. Most examples are likely to come from areas related to educational, social or dysfunctional psychology, although other areas may be equally valid. In the glossary of command terms ‘explain’ relates to a clear description and reasons for a process. The main reason for a choice of a small scale survey is to obtain representative responses from a sample of people whose views reflect those of the target population. The small scale survey is relatively economical although its limited size may throw some doubt upon its representative quality.

Award **[3 to 4 marks]** for a clear and accurate explanation of the usefulness of a small scale survey making reference to a relevant example.

Award **[1 to 2 marks]** for an explanation of the usefulness of a small scale survey lacking in clarity or accuracy.

- (b) **Using this same example, briefly identify the target population and compare *two* techniques that you could employ to obtain a useful sample from the target population.** **[6 marks]**

Part (b) requires that the target population be identified **[1 mark]**, and that the two sampling methods be compared. The relevance of the sampling method depends upon the example chosen in part (a). The survey is often, but not exclusively, conducted by using questionnaires, it may also involve using interviews in the street or at transport terminals. Telephone calls or emails may also be used.

High scoring candidates should select robust strategies where the relevant qualities of each sampling method are compared. For example cluster, stratified or purposive sampling may be amongst those considered.

Lower scoring candidates are likely to make inappropriate selections of sampling techniques and/or less informed comparisons.

Award **[1 mark]** for identification of the target population.

Award a further **[1 mark]** for identification of each suitable sampling technique up to a maximum of **[2 marks]**.

Award additionally up to **[3 marks]** for the comparison these techniques as follows:

Award **[3 marks]** for a comparison of two suitable sampling techniques in terms of their relative strengths and limitations.

Award **[2 marks]** for a comparison of two suitable sampling techniques lacking in clarity.

Award **[1 mark]** for implicit comparison, where only description of each suitable sampling technique is offered.

3. (a) **Define the following terms (diagrams may be used)**

- **Standard deviation**
- **Semi-interquartile range**

[6 marks]

Standard deviation may be defined conceptually or mathematically along the lines that it is the square root of the sum of squares of the distance of each score from the mean. This may also be expressed by a formula providing that a relevant explanation is given for each of the terms used in the formula. Semi-interquartile range may be described in words, by formula or with the aid of a diagram.

Award **[3 marks]** for a clear and accurate definition of a term *e.g.* the standard deviation refers to the average amount each score deviates from the mean.

Award **[2 marks]** for an accurate definition that lacks clarity.

Award **[1 mark]** for a less accurate definition that still addresses the term.

(b) **Explain the circumstances in which the standard deviation and the semi-interquartile range are likely to be applied.**

[4 marks]

The standard deviation is used when the data are on a ratio or interval scale and the researcher wishes to know a measure of the spread of scores around the mean. The SD is not likely to be so useful when there are outliers that deviate dramatically from the other scores in the array. The semi-interquartile range is likely to be employed when data are on an ordinal scale. It also deals with the range of scores between the upper and lower values of the middle two quartiles and is not concerned with the mean. It is also useful in circumstances where dramatic high and low scores are included in the array. In order to score highly candidates must give explicit and accurate explanations. Lower scoring responses are likely to be muddled, mistaken or seen only partially to answer the question.

Award **[2 marks]** for clear and accurate explanations of the circumstances in which each technique is applied.

Award **[1 mark]** for partial explanations.
