



**PSYCHOLOGY
HIGHER LEVEL
PAPER 3**

Wednesday 16 November 2005 (morning)

1 hour

INSTRUCTIONS TO CANDIDATES

- Do not turn over this examination paper until instructed to do so.
- Answer all the questions.

1. (a) Outline an example of a psychology related problem for which a large scale survey could be used as the research method. *[2 marks]*
(b) Describe **one** sampling technique that could be applied to the example that you have chosen in section (a). *[4 marks]*
(c) Evaluate the use of a Likert scale that could be applied to the example that you have chosen in section (a). *[4 marks]*

 2. (a) Explain, using an example, what is meant by participant observation. *[4 marks]*
(b) Evaluate the use of participant observation as a research method. *[6 marks]*

 3. (a) Evaluate the use of e-mail interviews. *[4 marks]*
(b) Consider **one** method of content analysis suitable for applying to e-mail. *[6 marks]*
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