



GCE A LEVEL – NEW

1290U40-1

PSYCHOLOGY – A2 UNIT 4

APPLIED RESEARCH METHODS

WEDNESDAY, 14 JUNE 2017 – AFTERNOON

1 hour 30 minutes plus your additional time allowance

ADDITIONAL MATERIALS

A WJEC pink 16-page answer booklet.

INSTRUCTIONS TO CANDIDATES

Use black ink, black ball-point pen or your usual method.

Answer ALL questions.

Write your answers in the separate answer booklet provided.

INFORMATION FOR CANDIDATES

The number of marks is given in brackets at the end of each question or part-question.

You are reminded of the necessity for good English and orderly, clear presentation in your answers.

Assessment will take into account the quality of written communication used in your answers.

SECTION A – PERSONAL INVESTIGATIONS

You should answer **ALL** the questions in this section with reference to the personal investigations carried out in your study of psychology.

INVESTIGATION ONE:

AN EXPERIMENT ON BILINGUALISM.

- 1(a) (i) State the alternative/experimental hypothesis for your experiment. [2]
- (ii) Explain how the dependent variable was operationalised. [2]
- (b) Another researcher wants to replicate your experiment. Describe the procedure they would need to follow. [10]
- (c) Identify **TWO** ethical issues you considered when planning your research and explain how these were dealt with. [3+3]

INVESTIGATION TWO:

CASE STUDY ON LEARNING.

- 2(a) Outline ONE finding from your case study. [2]**

- (b) State ONE conclusion from your case study. [2]**

- (c) Discuss the specific issues of validity in your case study. [6]**

SECTION B – APPLICATION OF RESEARCH METHODS TO NOVEL SCENARIOS

Answer ALL questions.

- 3. A psychologist interviewed a self-selected sample of ten women on the topic of eating disorders. It was a formal interview with the same ten open questions being asked. The questions focused on the influence of the media on the increase of eating disorders such as anorexia.**
- (a) Briefly describe how content analysis could be used to analyse the results of this study. [2]**
- (b) Explain why the psychologist chose the self-selected sample for this study. [3]**
- (c) Identify and explain TWO ways this research could have been improved. [2+2]**

4. Following on from this research the psychologist carried out a study to see if there was a relationship between exposure to the media and body image.
- (a) A Spearman rank order correlation coefficient test was used to analyse this data. Explain why this was appropriate for this study. [2]
- (b) The statistical test gave a correlation of 0.915. Explain what this means. [2]
- (c) The observed value was above the critical value r_s 0.61 at the 0.05 level of significance. State what the result tells us about the hypothesis. [2]

5. A psychologist was interested in how primary school children interact with each other at playtime. The psychologist wanted to see the type of play they engaged in and whether both genders interacted with each other. Describe how a psychologist could investigate this using a non-participant observation. [15]

In your answer you could include:

- The setting
- The sample
- Operationalisation
- Checking reliability
- Checking validity
- Event/Time sampling

END OF PAPER