



GCE AS – **NEW AS**

B290U20-1



PSYCHOLOGY – Component 2
Psychology: Investigating Behaviour

P.M. MONDAY, 23 May 2016

1 hour 45 minutes

ADDITIONAL MATERIALS

In addition to this examination paper, you will need a 12 page answer book.
You may require a calculator and a ruler.

INSTRUCTIONS TO CANDIDATES

Use black ink or black ball-point pen.
Answer **all** questions in **Sections A and B**.
Write your answers in the separate answer book 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

Answer all questions

1. Identify what is being described in the following statements:
 - (a) An experimental design where participants take part in both the control and experimental conditions. [1]
 - (b) The level of measurement that has an absolute or true zero point. [1]
 - (c) A type of skewed distribution, where the mode is less than the mean. [1]
 - (d) A type of sampling where every 10th person on a list is selected. [1]

2. Define what is meant by a 'directional hypothesis'. [2]

3. Outline the main features of an experiment. [4]

4. Explain **one** difference between quantitative and qualitative data. [2]

5. Describe Milgram's sample and outline how he selected them for his (1963) '*Behavioral Study of Obedience*'. [8]

6. Research conducted by social psychologists, such as Milgram, often has ethical issues. Analyse ethical issues that arise in social psychological research. [10]

Section B

Answer all questions

7. A psychologist investigated if people enjoyed a film more if they had read a positive review before watching the film.

At a local cinema he selected 10 people waiting to watch a newly released film. He asked them to read a positive review of the film they were about to watch. After watching the film the psychologist asked them to report how much they enjoyed the film as a percentage rating (0% = no enjoyment to 100% = most enjoyable film they had ever seen).

The next evening, the psychologist returned to the cinema and selected another 10 people who had watched the same film. He also asked them to report a percentage rating as to how much they had enjoyed the film.

Condition One - Enjoyment rating for those who read a positive review before watching the film.

Participant Number	1	2	3	4	5	6	7	8	9	10
Enjoyment percentage rating	75	75	63	80	100	45	65	70	73	70

Condition Two - Enjoyment rating for those who did not read a positive review before watching the film.

Participant Number	1	2	3	4	5	6	7	8	9	10
Enjoyment percentage rating	65	80	50	75	40	55	70	60	45	68

- (a) The median enjoyment percentage rating of Condition One was calculated to be 71.5. Using the data in the above table, calculate the median enjoyment percentage rating of Condition Two. Show your calculations. [2]
- (b) Give **one** conclusion that can be drawn from comparing the median enjoyment ratings of Condition One and Condition Two. [2]
- (c) (i) State the modal scores of Condition One and Condition Two. [2]
 (ii) Briefly explain why the mode may not be an appropriate measure of central tendency in this research. [2]
- (d) Describe how this research could also be conducted in a laboratory environment. [4]
- (e) Explain why the psychologist should conduct his research in a laboratory rather than in the field. [5]
- (f) The psychologist sends his research to a psychology journal. The editor tells him the research will have to undergo peer review. Outline how the process of 'peer review' could be completed for this research. [3]

8. A researcher wanted to investigate if police officers are better at identifying lies than the general public.

After seeking permission from the chief constable, the researcher randomly selected 10 police officers from a local police force. 10 students studying at a local university were selected to represent the general public. They were all asked to come to a psychology laboratory to complete the research.

All participants were assessed individually. They were presented with a film of an actor making 10 statements (5 of the statements were true and 5 were false). The participant had to report whether they thought each of the actor's statements was true or false.

Table: the number of correct identified responses collected from participants.

Participant	1	2	3	4	5	6	7	8	9	10
Police Officers	5	6	5	5	8	4	5	6	6	6
General Public	4	4	4	2	5	5	4	6	4	6

- (a) Suggest a suitable non-directional hypothesis for this research. [2]
- (b) Outline **one** weakness of using the opportunity sampling technique to select members of the general public in this research. [2]
- (c) Draw a histogram using the data provided in the above table. You should ensure it is fully labelled. [4]
- (d) With reference to the data collected, justify why a Mann-Whitney U Test is appropriate in this research. [4]
- (e) (i) Briefly explain **one** issue of internal validity that arises in this research. [2]
- (ii) Outline how the content validity of this research can be assessed. [2]
- (iii) Explain how the researcher could improve the internal validity of this research. [3]

9. During her work, a therapist noticed that her older clients seemed to take longer to show a decrease in their symptoms compared to her younger clients. She decided to investigate this by posting a questionnaire online for people who have undergone therapy.

Below are some of the questions that appeared in the online questionnaire.

3. At what age did you start therapy?
4. At what age did you finish therapy?
5. Approximately how many sessions did you attend with your therapist?
6. Briefly explain why you decided to go to therapy.

- (a) Identify which of the above questions would produce qualitative data. [1]
- (b) Briefly explain why the question you selected in (a) would produce qualitative data. [2]
- (c) Write a question that would produce qualitative data about age and the decrease of their symptoms. [2]
- (d) Identify a method that could be used to collect more qualitative data about the amount of therapy required by older and younger people using a method other than a questionnaire. Justify your choice of method for this research. [1 + 2]
- (e) Outline how the method you identified in (d) could be used by the therapist to collect qualitative data about age and the amount of therapy required. [3]

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