

**GENERAL CERTIFICATE OF SECONDARY EDUCATION**  
**PSYCHOLOGY**  
Research in Psychology

**B543**

Candidates answer on the question paper.

**OCR supplied materials:**  
None

**Other materials required:**  
None

**Monday 31 January 2011**  
**Morning**  
**Duration: 1 hour**



|                    |  |                   |  |
|--------------------|--|-------------------|--|
| Candidate forename |  | Candidate surname |  |
|--------------------|--|-------------------|--|

|               |  |  |  |  |  |                  |  |  |  |  |
|---------------|--|--|--|--|--|------------------|--|--|--|--|
| Centre number |  |  |  |  |  | Candidate number |  |  |  |  |
|---------------|--|--|--|--|--|------------------|--|--|--|--|

**INSTRUCTIONS TO CANDIDATES**

- Write your name, centre number and candidate number in the boxes above. Please write clearly and in capital letters.
- Use black ink. Pencil may be used for graphs and diagrams only.
- 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.
- Answer **all** the questions.
- Do **not** write in the bar codes.

**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**.
- This document consists of **8** pages. Any blank pages are indicated.

**SECTION A – PLANNING, DOING AND ANALYSING RESEARCH**

Answer **all** questions.

**The Source**

A psychologist wanted to investigate whether there are gender differences in what people believe is lucky or unlucky (superstitions). She conducted a questionnaire using standardised instructions, to see whether the most popular superstitions influence males and females differently.

She asked an opportunity sample of ten male and ten female students to take part in her research. She asked participants to rate the superstitions on a scale of 1 to 10, where 1 is 'I am not at all influenced by this superstition' and 10 is 'I am extremely influenced by this superstition'. The results are shown in Table 1 below:

**Table 1**

The average rating for males and females on influence of superstition

| Superstition                       | Average rating |         |
|------------------------------------|----------------|---------|
|                                    | Males          | Females |
| Worrying about Friday 13th         | 7              | 9       |
| Opening an umbrella indoors        | 2              | 6       |
| Seeing one magpie                  | 4              | 7       |
| Treading on cracks in the pavement | 1              | 2       |
| Walking under ladders              | 6              | 8       |

**1** Give the aim of the study in the Source.

.....  
 ..... [1]

**2** State an alternate hypothesis for this study.

.....  
 .....  
 .....  
 ..... [2]

3 Using the data in Table 1:

(a) Give the average rating given by females for ‘treading on cracks in the pavement’.

..... [1]

(b) Identify the superstition that both males and females said influenced their behaviour most.

..... [1]

4 The psychologist collected quantitative data from her questionnaire. She could have collected qualitative data instead.

State what qualitative data is.

..... [1]

5 The psychologist used an opportunity sample of participants.

Describe **one** weakness of using an opportunity sample for this study.

.....  
 .....  
 .....  
 ..... [2]

6 The study raises a number of ethical issues.

Complete the following table by choosing an ethical issue from the list to match each definition.

One is done for you as an example.

**Confidentiality    Consent    ~~Deception~~    Protection from harm    Right to withdraw**

| Ethical Issue | Definition  |
|---------------|---|
|               | The Psychologist should protect people’s identities if their behaviour is recorded.                   |
|               | Participants should not have to continue with the study if they do not want to.                       |
|               | Participants should agree to having their behaviour studied.  |
| Deception     | The Psychologist should not lie to participants and should tell them the nature of the investigation. |

[3]

7 The Psychologist used a questionnaire.  
One weakness of using the questionnaire method is social desirability.

Explain what is meant by social desirability in this study.

.....  
.....  
.....  
.....  
.....  
..... [3]

8 Explain why the Psychologist used standardised instructions in this study.

.....  
.....  
.....  
..... [2]

9 Identify the type of questions that the Psychologist used in her questionnaire.  
Tick **one** box to show your answer.

Open questions  Closed questions  [1]

10 Outline how closed questions are different from open questions.

.....  
.....  
.....  
..... [2]

11 The Psychologist used a questionnaire. One other method she could have used is an interview.

(a) Outline how an unstructured interview is different from a structured interview.

.....  
.....  
.....  
..... [2]

(b) Describe **one** strength of interviews.

.....  
.....  
.....  
..... [2]

12 Investigations into superstitions can be culturally biased.

Explain what is meant by cultural bias.

.....  
.....  
.....  
..... [2]

**Section total: 25 marks**

**SECTION B – PLANNING AN INVESTIGATION**

Answer **all** questions.

You have been asked to carry out an observation to find out whether there are differences in the activities men and women choose to keep fit. The theory is that men choose sports based activities like football and women choose dance based activities like aerobics.

**13 (a)** State a null hypothesis for your investigation.

.....  
.....  
.....  
..... [2]

**(b) (i)** Identify the sampling method you would use for this investigation.

..... [1]

**(ii)** Explain why you would use this sampling method for this investigation.

.....  
.....  
.....  
..... [2]

**(c)** Briefly outline how you would carry out an observation to investigate whether there are differences in the activities men and women choose to keep fit.

.....  
.....  
.....  
.....  
.....  
..... [3]

(d) Explain how you could achieve inter-rater reliability in this observation.

.....

.....

.....

.....

.....

.....

.....

.....

..... [3]

(e) Explain **one** control you would use in this observation.

.....

.....

.....

.....

.....

.....

.....

.....

..... [2]

(f) Describe **one** strength of using an observation for this investigation.

.....

.....

.....

.....

.....

.....

.....

..... [2]

**Section total: 15 marks**

**Paper Total: 40 marks**

