Surname	Centre Number	Candidate Number
First name(s)		2

GCE A LEVEL

A290U20-1

O20-A290U20-1

FRIDAY, 9 OCTOBER 2020 – MORNING

PSYCHOLOGY – A level component 2
Psychology: Investigating Behaviour

2 hours 15 minutes

For Examiner's use only		
Question	**Maximum Mark**	**Mark Awarded**
1.	**6**	
2.	**2**	
3.	**6**	
4.	**6**	
5.	**12**	
6.	**4**	
7.	**4**	
8.	**18**	
9.	**12**	
10.	**19**	
11.	**11**	
Total	**100**	

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ADDITIONAL MATERIALS

You may require a calculator and a ruler.

INSTRUCTIONS TO CANDIDATES

Use black ink or black ball-point pen. Do not use pencil or gel pen. Do not use correction fluid.

Write your name, centre number and candidate number in the spaces at the top of this page.

Answer **all** the questions.

Write your answers in the spaces provided in this booklet. If you run out of space, use the additional page(s) at the back of the booklet, taking care to number the question(s) correctly.

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.

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SECTION A – Principles of Research

Answer **all** *questions.*

1. Describe the process of peer review. [6]

2. Identify what the following symbols mean:

(i) $\leqslant$ [1]

(ii) $>$ [1]

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3. Define the following techniques that are used to assess the reliability in research:

(a) Test re-test reliability [2]

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(b) Inter-rater reliability [2]

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(c) Split-half reliability [2]

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4. *(a)* Explain how psychologists use ethics committees to manage the risk posed by ethical issues. [3]

(b) Explain how psychologists use ethical guidelines to manage the risk posed by ethical issues. [3]

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5. Evaluate the issues of validity and ethics raised by Milgram's (1963) research *'Behavioural study of Obedience'*. [12]

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6. Evaluate the use of primary sources in psychological research. [4]

7. Explain **one** strength and **one** weakness of the use of brain scans in psychological research. [2+2]

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SECTION B – Personal Investigations

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

INVESTIGATION ONE: An experiment on noise and performance.

8. *(a)* Explain how you operationalised 'performance' in your experiment. [2]

(b) Identify and justify the choice of experimental design used in your experiment on noise and performance. [1+3]

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(c) Explain **two** ethical issues that occurred in your experiment and explain how you dealt with each issue. [4+4]

(d) Identify and fully justify the inferential statistical test that you used when analysing the data collected in your experiment. [1+3]

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INVESTIGATION TWO: A content analysis on gender and advertising.

9. *(a)* Explain how you used a content analysis in your research on gender and advertising. [6]

(b) (i) Identify and explain the choice of graphical representation that you used to display the data collected from your content analysis. [1+2]

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(ii) Identify and explain the choice of descriptive statistics that you used to describe the data collected from your content analysis. [1+2]

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10. An Occupational Psychologist investigated if working patterns could affect wellbeing. Research was undertaken in an office with 120 workers; each worker completed an eight-hour shift, each day from Monday to Friday.

In the first month of the research, the psychologist asked a sample of 20 workers to maintain strict working hours of 09:00 to 17:00, every day for one month. The wellbeing of the workers was assessed using a wellbeing scale (0-50, where the higher the score the better the wellbeing).

In the second month, the same sample of 20 workers were given more flexible working hours where they could choose the time that they would start their eight-hour shift. The workers' wellbeing was assessed again using the same wellbeing scale.

The Occupational Psychologist calculated the mean, median and modal wellbeing scores for each month.

	Mean	Median	Mode
Wellbeing score following month of strict working hours	25.4	24	24
Wellbeing score following month of flexible working hours	27	29	36

(a) (i) Identify the experimental design used by the Occupational Psychologist in this research. [1]

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(ii) Explain **one** advantage of using this experimental design in this research. [2]

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(iii) Explain **one** disadvantage of using this experimental design in this research. [2]

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(b) State **one** conclusion that can be drawn from the median scores in this research. [2]

(c) Explain how content validity could have been used to assess the validity of this research. [2]

(d) The Occupational Psychologist analysed their data using a Wilcoxon test. Fully justify why this inferential test was appropriate for this research. [3]

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(e) The Occupational Psychologist found that after analysing the data with a Wilcoxon test, the observed (calculated) value was 43.

(i) Identify if the Occupational Psychologist should accept or reject their null hypothesis using the information from the critical value table below: [1]

Level of significance	0.05
	52

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(ii) Justify the answer you gave in *(e)* (i). [2]

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(f) Explain **one** strength and **one** weakness of conducting research in the field. [2+2]

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11. A waiter had noticed that there had been an increase in the number of customers buying vegetarian options at the restaurant where he worked. He was asked by the owner of the restaurant to briefly interview customers who chose a vegetarian dish about their choice.

The owner wanted the waiter to ask: “Are you a vegetarian?”

However, the waiter thought it would be better to ask: “Why have you chosen this vegetarian option?”

(a) Which of the above questions is more likely to produce qualitative data? [1]

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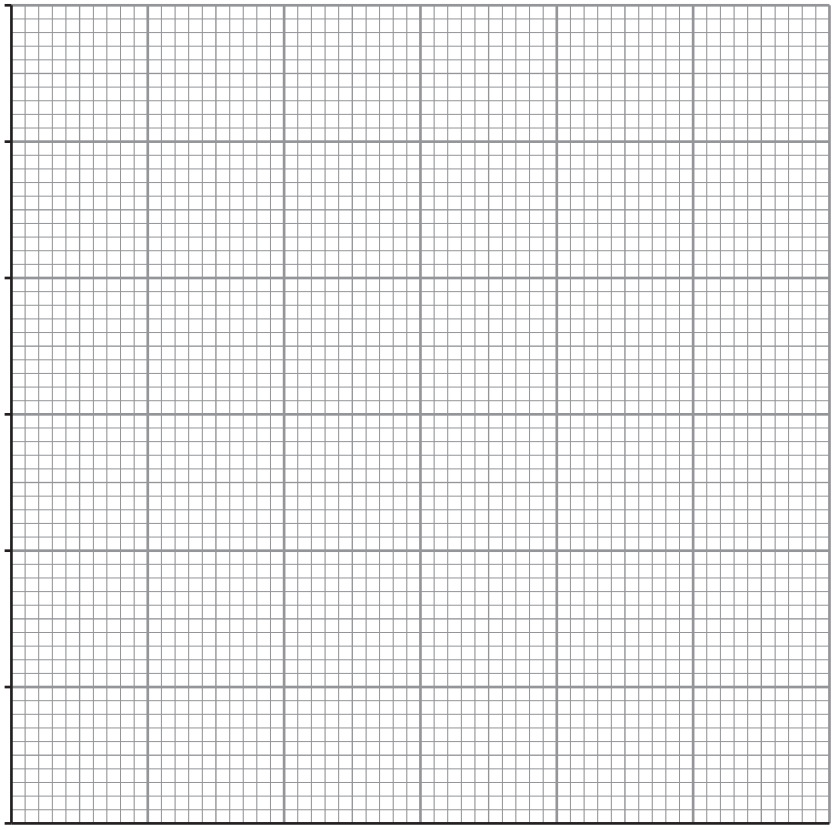
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Having discussed the two questions, the owner insisted that the waiter asked the question “Are you a vegetarian?” to every customer who ordered a vegetarian meal. After collecting data from customers for the week, the waiter produced a frequency table.

(b) Using the information from the frequency table, construct a bar chart to represent the data. [4]

Yes	56
No	9



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(c) Evaluate the strengths and weaknesses of using semi-structured interviews. [6]

END OF PAPER

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