GCE AS

B290U20-1

S18-B290U20-1

PSYCHOLOGY – AS component 2
Psychology: Investigating Behaviour

THURSDAY, 17 MAY 2018 – AFTERNOON

1 hour 45 minutes

B290U201
01

ADDITIONAL MATERIALS

In addition to this examination paper, you will need a WJEC pink 16-page answer booklet.
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 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.

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Section A

Answer **all** *questions*

1. Explain **one** difference between conducting research in the field and conducting research on-line. [2]

2. Describe how psychologists use ethics committees and ethical guidelines to manage the risk posed by ethical issues. [4+4]

3. Identify what the following symbols represent:

(a) ≤ [1]

(b) > [1]

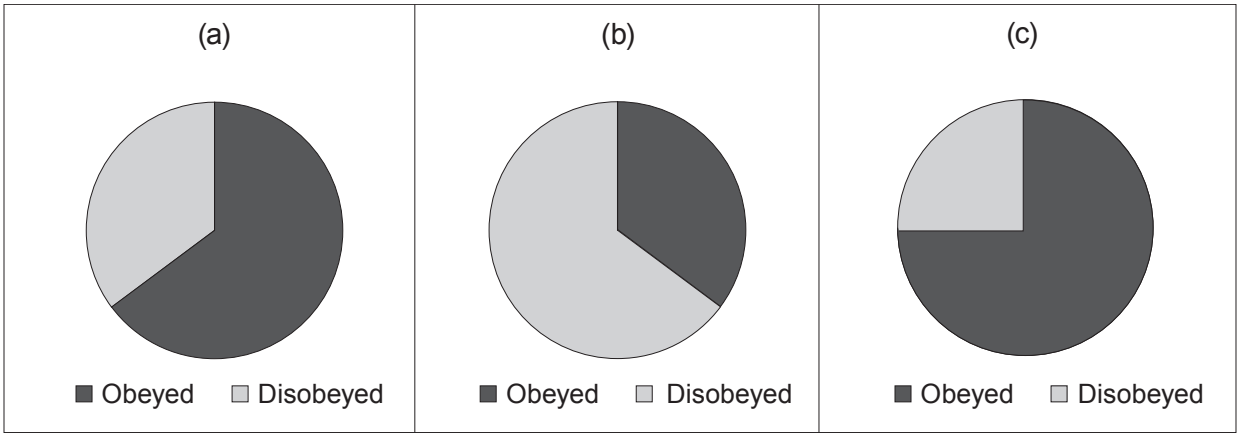
4. Identify which level of measurement is being described:

(a) The measurement scale has equal intervals, however there is no absolute zero. [1]

(b) The measurement scale can be put in order, however the intervals on the scale are not equal. [1]

5. *(a)* Milgram (1963) found that 14 of his 40 participants disobeyed. Which of the following pie charts best represents the amount of participants who obeyed and disobeyed? [1]

Fig.1. Pie Charts



(b) Outline Milgram's (1963) sample and explain how he selected them for his (1963) *'Behavioral Study of Obedience'.* [5]

6. Evaluate the validity of Milgram's (1963) *'Behavioral Study of Obedience'.* [10]

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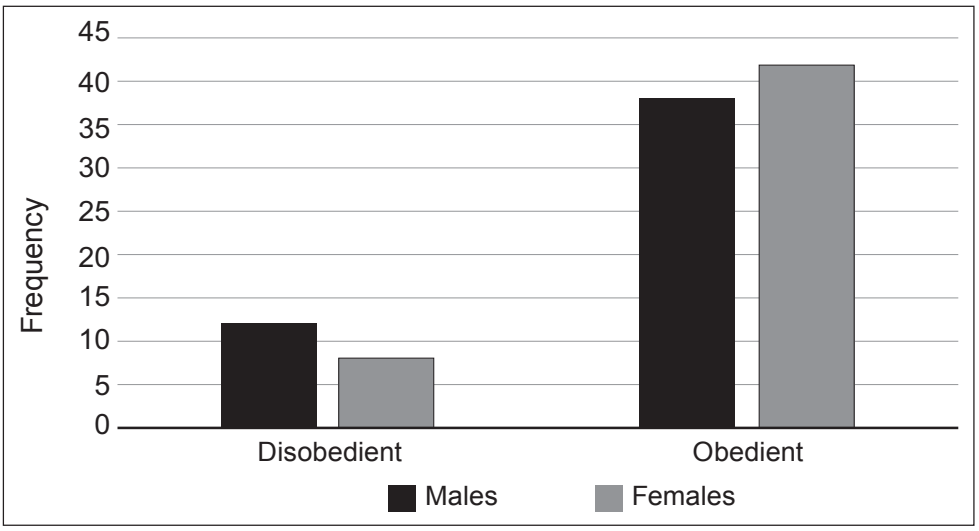
Section B

Answer **all** *questions*

7. A social psychologist wanted to investigate if there was a difference in the disobedience levels of males and females. She conducted her research in the field, in a school canteen. When paying for their food, a member of canteen staff told each student to *"clear away your plates and cutlery when you finish eating"*. The social psychologist and two teachers from the school sat in the canteen pretending they had just finished their lunch whilst undertaking their observations. They observed 100 students (50 females and 50 males), recording the sex of any children that were being disobedient by not clearing away their plates and cutlery after they had finished.

They displayed their results in the following bar chart:

Fig.2. Bar chart showing the frequency of obedience and disobedience in male and female students.



(a) Explain why this research might be considered to be a participant observation rather than a non-participant observation. [3]

(b) As part of the research the social psychologist checked for inter-rater reliability. Explain how the social psychologist might have done this. [3]

(c) One ethical issue relevant to this research is the risk posed when working with vulnerable individuals (including children). Explain **two** other possible ethical issues in this research and suggest how the risk posed by **each** issue could be managed by this social psychologist. [4+4]

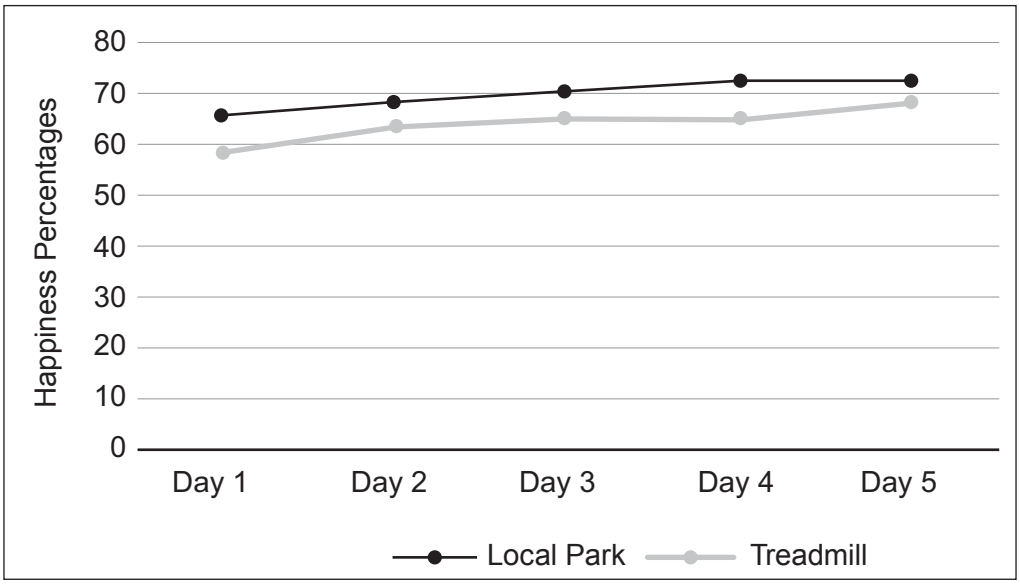
(d) Explain why the bar chart (Fig.2.) is an appropriate way to graphically represent the results from this research. [2]

(e) Critically consider possible issues of validity that may arise in this research. [5]

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8. Psychologists have known for a long time that walking has a beneficial impact on our mood. However, a psychologist wanted to investigate if walking on a treadmill is as beneficial as walking in a local park. The psychologist advertised in a local coffee shop for volunteers. She then randomly allocated 15 participants to walk on a treadmill and 15 participants to walk in a local park. All participants agreed to take a one-hour walk each day for 5 days. All participants recorded their mood in terms of a happiness percentage following their walk (0% = no happiness to 100% = most happy they have ever been).

Fig.3. Graph representing the daily mean happiness percentages of those walking on a treadmill and those walking in a local park.



(a) Describe **one** ethical issue that may arise when conducting this research. [2]

(b) Suggest a suitable operationalised directional hypothesis for this research. [2]

(c) Explain **one** strength and **one** weakness of using the sampling technique used in this research. [2+2]

(d) Explain **one** strength *and* **one** weakness of using the experimental design used in this research. [2+2]

(e) (i) Identify the type of graphical representation used in Fig.3. to display the daily mean happiness percentages of those walking on a treadmill and those walking in a local park. [1]

(ii) Explain why the graphical representation you identified in *(e)*(i) was appropriate for this research. [2]

(iii) State what the graphical representation (Fig.3) suggests about the daily average happiness percentages of those walking on a treadmill and those walking in a local park. [2]

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(f) Apart from it being a test of difference, explain **two** other reasons why a Mann-Whitney U test would be an appropriate inferential test for this research. [4]

(g) Apart from sampling and experimental design, critically consider **two** weaknesses with this research and suggest how these weaknesses could be improved. [5+5]

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