Surname	Centre Number	Candidate Number
Other Names		2

GCE AS

B290U20-1

S19-B290U20-1

PSYCHOLOGY – AS component 2
Psychology: Investigating Behaviour

THURSDAY, 16 MAY 2019 – AFTERNOON

1 hour 45 minutes

For Examiner's use only		
Question	**Maximum Mark**	**Mark Awarded**
1.	**4**	
2.	**6**	
3.	**2**	
4.	**6**	
5.	**2**	
6.	**3**	
7.	**12**	
8.	**30**	
9.	**15**	
Total	**80**	

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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.

Answer **all** questions in **Sections A** and **B**.

Write your answers in the spaces provided in this booklet. If you need more space, use the continuation page 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

Answer **all** *questions*

1. Describe the process of peer review. [4]

2. Describe **two** ways in which psychologists manage the risk posed by ethical issues. [3+3]

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3. Explain the difference between stratified sampling and quota sampling. [2]

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4. Explain when it would be appropriate to use the following inferential statistics:

(a) Sign test. [3]

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(b) Mann Whitney U test. [3]

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5. Describe what is meant by the term 'standard deviation'. [2]

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6. Explain why psychologists may prefer to collect quantitative data rather than qualitative data in psychological research. [3]

7. 'The reason why Milgram's 1963 research is still taught today is because it tells us so much about what a psychologist should not do.'

Critically evaluate the ethical issues raised by Milgram's 1963 research '*Behavioral Study of Obedience*'. [12]

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Section B

Answer **all** *questions*

8. An advertising company wanted to investigate what would make consumers use a new brand of toothpaste. They believed that consumers are more likely to try the new brand if the benefits of the new brand of toothpaste are explained by a dentist. To test this, they produced two adverts. In 'Advert One' an actor talked about the benefits of the new brand of toothpaste dressed as a dentist. In 'Advert Two', the same actor talked about the benefits of the new brand of toothpaste dressed in a suit. The advertising company conducted a small scale study and asked 20 shoppers who were in a local supermarket to watch 'Advert One' and then 'Advert Two'. The shoppers were then asked to state which advert would be more likely to make them buy the new brand of toothpaste.

The results were as follows:

	Advert One (Actor dressed as dentist)	Advert Two (Actor dressed in suit)
Number of shoppers who preferred the advert	15	5

(a) State an operationalised non-directional hypothesis for this research. [2]

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(b) (i) Identify the sampling technique used to select participants in this research. [1]

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(ii) Explain **one** strength and **one** weakness of the sampling technique used to select participants in this research. [2+2]

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(c) (i) Identify the experimental design used in this research. [1]

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

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(iii) Identify and explain how **one** other experimental design could have been used in this research. [1+2]

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(d) (i) Identify **one** graphical representation that could be used to display the results from this research. [1]

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(ii) Explain why the graphical representation you have chosen in *(d)*(i) would be an appropriate way to display the results from this research. [2]

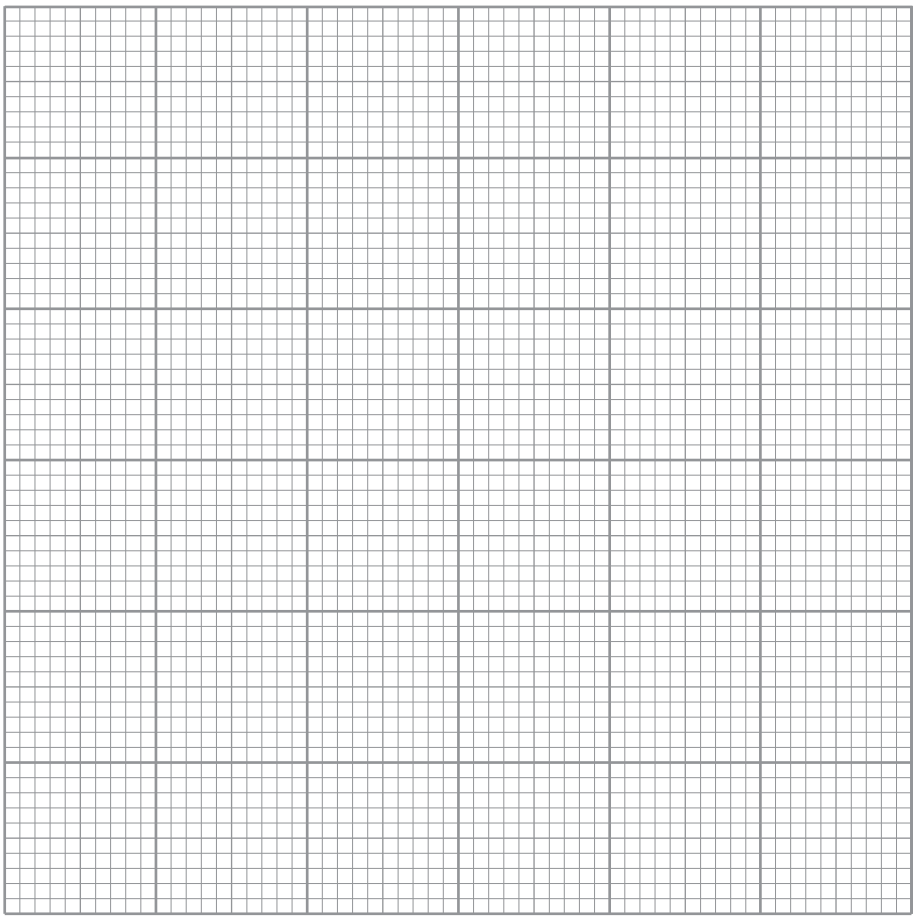
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(iii) Construct the graphical representation you have chosen in *(d)*(i) to display the results from this research. [4]



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(e) (i) Explain **one** issue of validity in this research. [2]

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(ii) Explain how you would deal with the issue of validity you have chosen in *(e)*(i). [2]

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A member of staff at the advertising company, who has studied AS Psychology, suggests that the company should conduct a semi-structured interview to investigate what would make consumers use a new brand of toothpaste.

(f) (i) Explain **one** strength of using a semi-structured interview in this research. [2]

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(ii) Explain **one** weakness of using a semi-structured interview in this research. [2]

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9. In 1999, a team of researchers wanted to investigate how often teenagers were behaving aggressively in T.V. dramas. They conducted a content analysis of T.V. dramas watched by teenagers. They wanted to investigate the amount of times there was a scene where a teenage character behaved aggressively. They analysed five episodes of the two most popular T.V. dramas: '*Head over heels'* and *'Rebellion'*.

	Episode 1	Episode 2	Episode 3	Episode 4	Episode 5	Mean
Head over heels	1	1	1	1	2	1.2
Rebellion	2	4	2	2	9	3.8

(a) Explain **one** reason why a content analysis is an appropriate method to use in this research. [2]

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(b) Give **one** conclusion that could be drawn from the mean scores. [2]

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(c) Explain **one** strength of using the mean scores in this research. [2]

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(d) Explain why a median might be more appropriate in this research. [2]

(e) A psychologist decided to replicate this research. Explain why she might have decided to use a directional hypothesis in her research. [2]

(f) The psychologist is considering whether she should use the same procedures as the original research. Discuss **one** weakness of the original research and explain how this weakness could be improved. [5]

END OF PAPER

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