GCE AS MARKING SCHEME

SUMMER 2024

AS
PSYCHOLOGY – COMPONENT 2
B290U20-1

© WJEC CBAC Ltd.

About this marking scheme

The purpose of this marking scheme is to provide teachers, learners, and other interested parties, with an understanding of the assessment criteria used to assess this specific assessment.

This marking scheme reflects the criteria by which this assessment was marked in a live series and was finalised following detailed discussion at an examiners' conference. A team of qualified examiners were trained specifically in the application of this marking scheme. The aim of the conference was to ensure that the marking scheme was interpreted and applied in the same way by all examiners. It may not be possible, or appropriate, to capture every variation that a candidate may present in their responses within this marking scheme. However, during the training conference, examiners were guided in using their professional judgement to credit alternative valid responses as instructed by the document, and through reviewing exemplar responses.

Without the benefit of participation in the examiners' conference, teachers, learners and other users, may have different views on certain matters of detail or interpretation. Therefore, it is strongly recommended that this marking scheme is used alongside other guidance, such as published exemplar materials or Guidance for Teaching. This marking scheme is final and will not be changed, unless in the event that a clear error is identified, as it reflects the criteria used to assess candidate responses during the live series.

© WJEC CBAC Ltd.

GCE AS PSYCHOLOGY – COMPONENT 2

SUMMER 2024 MARK SCHEME

Question	AO1	AO2	AO3	TOTAL
1	2			**2**
2	2			**2**
3	2			**2**
4	3			**3**
5	3			**3**
6	8		10	**18**
7		27	6	**33**
8		13	4	**17**
Total	**20**	**40**	**20**	**80**

© WJEC CBAC Ltd.

Section A

1. Explain **one** difference between a structured interview and a semi-structured interview. [2]

Exemplar answers:

- A structured interview includes standardised questions asked face to face whereas a semi-structured interview could also ask follow up questions to expand on answers of the questions asked. [2 marks]
- Questions are standardised in a structured interview but not all questions are in a semi-structured. [1 mark]
- Any other appropriate content.

Marks	AO1
2	• Appropriate explanation of one difference between a structured and a semi-structured interview.
1	• Basic explanation of one difference between a structured and a semi-structured interview.
0	• Inappropriate answer given. • No response attempted.

2. Explain **one** reason why a researcher might use a matched pairs experimental design. [2]

Exemplar answers:

- The participants only take part once so are less likely to show order effects. [2 marks]
- The participants have been matched and then compared so they are less likely to show participant variables. [2 marks]
- There will be fewer order effects. [1 mark]
- Any other appropriate content.

Marks	AO1
2	• Appropriate explanation of one reason.
1	• Basic explanation of one reason.
0	• Inappropriate answer given. • No response attempted.

© WJEC CBAC Ltd.

3. Explain what is meant by 'ratio data'. [2]

Exemplar answers:

- The level of measurement that has equal intervals between scores and has an absolute or true zero point e.g. speed (mph). [2 marks]
- Data with an absolute zero. [1 mark]
- Any other appropriate content.

Marks	AO1
2	• Appropriate explanation of ratio data.
1	• Basic explanation of ratio data.
0	• Inappropriate answer given . • No response attempted.

4. Briefly explain how a case study could be carried out. [3]

Credit will be given for:

- Using one participant or one group or event.
- More than one method is used.
- In-depth information / data is collected.
- Carried out over time.
- Any other appropriate content.

Marks	AO1
3	• Reasonable explanation of how a case study is carried out.
2	• Basic explanation of how a case study is carried out.
1	• Superficial explanation of how a case study is carried out.
0	• Inappropriate answer given. • No response attempted.

© WJEC CBAC Ltd.

5. Identify what is being defined in the following statements:

(a) A sampling technique where every nth person on a list is selected by the researcher, for example every 3rd house on a street, or 5th person on a register. [1]

Credit will be given for: • Systematic sampling. • Any other appropriate content.	
Marks	**AO1**
1	• Accurate identification of the term.
0	• Inappropriate answer given. • No response attempted.

(b) A numerical value that gives an indication of the likelihood that results are due to a real difference/correlation and not due to chance. [1]

Credit will be given for: • Significance level. • Any other appropriate content.	
Marks	**AO1**
1	• Accurate identification of the term.
0	• Inappropriate answer given. • No response attempted.

(c) Participants give the response that they think will show them in the best possible light. This may mean that they are not a true reflection of their real thoughts/feelings. [1]

Credit will be given for: • Social desirability bias. • Any other appropriate content.	
Marks	**AO1**
1	• Accurate identification of the term.
0	• Inappropriate answer given. • No response attempted.

© WJEC CBAC Ltd.

6. (a) Describe the sample and methodology used by Kohlberg (1968) in his research *'The child as a moral philosopher'*. [8]

Credit will be given for:

Sample:
- 75 American boys who started the research between the ages of 10 and 16.
- The boys were 22-28 at the end of the research.
- Additional samples from Great Britain, Canada, Mexico, Turkey and Taiwan were interviewed by Kohlberg or a colleague of Kohlberg.

Methodology:
- Longitudinal study which followed the development of the same group of boys for 12 years.
- Use of interviews to assess moral reasoning; including the use of moral dilemmas.
- Cross-cultural comparison.

- Any other appropriate content.

Marks	AO1
7 - 8	• Thorough description of both the methodology and sample.
5 - 6	• Reasonable description of both the methodology and sample.
3 - 4	• Basic description of both the methodology and sample. OR • Thorough description of either the methodology or sample.
1 - 2	• Superficial description of both the methodology and sample. OR • Reasonable description of either the methodology or sample.
0	• Inappropriate answer given. • No response attempted.

© WJEC CBAC Ltd.

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

Credit will be given for:

- Issues of deception in research.
- Issues of confidentiality in research.
- Issues of gaining valid consent from participants.
- Risk of stress, anxiety, humiliation or pain.

- Any other appropriate content.

Marks	AO3
9 - 10	• Thorough analysis of ethical issues. • Evaluative comments are clearly relevant to social psychology. • Structure is logical throughout. • Depth and range included. • An appropriate conclusion is reached based on evidence presented.
6 - 8	• Reasonable analysis of ethical issues. • Evaluative comments show some relevance to social psychology. • Structure is mostly logical. • Depth and range, but not in equal measure. • A reasonable conclusion is reached based on evidence presented.
3 - 5	• Basic analysis of ethical issues. • Evaluative comments are generic and not appropriately contextualised to social psychology. • Structure is reasonable. • Depth or range. • A basic conclusion is reached.
1 - 2	• Superficial analysis of ethical issues. • Evaluative comments are superficial. • Answer lacks structure. • No conclusion.
0	• Inappropriate answer given. • No response attempted.

© WJEC CBAC Ltd.

Section B

7. An educational psychologist investigated reasons why some students complete their homework and others don't. She suggested that there is a relationship between enjoyment of the course and completion of homework. The psychologist recruited an opportunity sample of six history students. She gave the students an online survey asking them to rate their enjoyment of the history course on a scale of 0 – 10, where 0 is not enjoying at all and 10 is really enjoying the course. She also asked the teacher for a copy of their mark book for six weeks and recorded the number of times the students completed homework.

The results are displayed in **Figure 1** below:

Figure 1: Relationship between enjoyment of subject and completion of homework.

Participant	Enjoyment of history on a scale of 0 - 10	Number of times homework was completed
1	5	1
2	8	5
3	5	4
4	0	3
5	7	6
6	6	6

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

Exemplar answer:

- There will be a positive correlation between the rating of enjoyment of History on a scale of 0 – 10 and the number of times homework was completed. [2 marks]
- There will be a correlation between enjoyment of history and homework completed. [1 mark]
- There will be no relationship between enjoyment of History and homework completed [1 mark]

- Any other appropriate content.

Marks	AO2
2	• Appropriate fully operationalised hypothesis.
1	• Appropriate partially operationalised hypothesis.
0	• Inappropriate answer given. • No response attempted.

© WJEC CBAC Ltd.

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

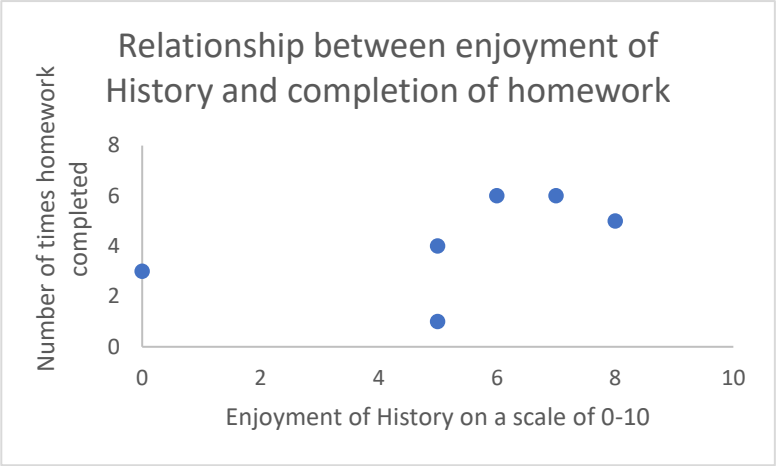
Credit will be given for: • Scattergram. • Scatterplot. • Any other appropriate content. N.B. Any graphical representation could receive credit if the candidate has successfully used the identified graphical representation in (b)(ii).	
Marks	**AO2**
1	• Appropriate graphical representation identified.
0	• Inappropriate answer given. • No response attempted.

© WJEC CBAC Ltd.

(ii) Construct the graphical representation you have chosen in (b)(i) to display the results from Figure 1. [4]

Credit will be given for:

- Appropriate title for graphical representation.
- Accurate plotting of the data.
- Appropriate label and scale of x-axis.
- Appropriate label and scale of y-axis.



- Any other appropriate content.

N.B.

1. The graphical representation must be the one identified in (b)(i).
2. If a graphical representation is not identified in (b)(i), then credit cannot be given in (b)(ii) for accurate plotting of the data.
3. If the graphical representation for (b)(i) is incorrect but has been successfully applied in (b)(ii), then full credit could be given.

Marks	AO2
4	• Four of the features identified.
3	• Three of the features identified.
2	• Two of the features identified.
1	• One of the features identified.
0	• Inappropriate answer given. • No response attempted.

© WJEC CBAC Ltd.

(c) Evaluate the use of conducting this research on-line. [6]

Exemplar answers:

- An advantage of conducting research online is that the researcher would have access to more students than if they had asked them in school, which may allow the researcher to access a more representative sample of history students due to them being conducted online. Students might be more honest about their enjoyment of history because they are filling it in at home rather than in the classroom where the teacher can see their answers, making the findings more valid. However, there may be a potential problem with ethics, as some of the History students may just tick a box about their enjoyment to say they consent, without reading the full details of the research. There may also be an issue with risk of harm, due to there being less support from the researcher online; for example, the student could be really worried about failing subjects that they do not enjoy. [6 marks]
- One advantage of conducting the questionnaire online is that all history students are completing the same questionnaire in the same format, which improves the internal reliability of the research. However, one limitation of online research is that it is difficult to control the location and time of day that the history students complete the questionnaire, which potentially lowers the internal reliability of the research. [4 marks]
- An advantage of conducting research online is that the researcher would have access to more students, which may allow the researcher to access a more representative sample of students due to them being conducted online. However, there maybe a potential problem with ethics, as some students may just tick a box to say they consent, without reading the full details of the research. There may also be an issue with risk of harm, due to there being less support from the researcher online. [2 marks]
- Students might be more honest about their enjoyment of history because they are filling it in at home rather than in the classroom where the teacher can see their answers, making the findings more valid. [2 marks]
- The data might be quicker to collect as the online research can be completed any time by the History students. [1 mark]

- Any other appropriate content.

Marks	AO2
5-6	• Thorough evaluation of conducting this research online.
3-4	• Reasonable evaluation of conducting this research online.
1-2	• Superficial evaluation of conducting this research online. OR • Thorough evaluation of conducting research online, not clearly linked to this research.
0	• Inappropriate answer given. • No response attempted.

© WJEC CBAC Ltd.

(d) (i) Identify an appropriate inferential statistic that could be used to analyse the data in this research in Figure 1. [1]

Credit will be given for: • Spearman's Rho. • Any other appropriate content.	
Marks	**AO2**
1	• Appropriate inferential statistic identified.
0	• Inappropriate answer given or answer. • No response attempted.

(ii) Justify two reasons why the inferential statistic identified in (d)(i) is appropriate for this research. [2]

Exemplar answers: • Spearman's Rho is appropriate because they are testing for a relationship between enjoyment of subject and completion of homework, and the data is at least ordinal because it is rating enjoyment on a scale of 1-10 and measuring the number of pieces of homework completed. [2 marks] • Spearman's Rho is appropriate because they are testing for a relationship between enjoyment of subject and completion of homework. [1 mark] • Any other appropriate content.	
Marks	**AO2**
2	• Two reasons are appropriately justified, both clearly linked to the research.
1	• One reason is appropriately justified, clearly linked to the research. OR • Two reasons are appropriately justified, both are not clearly linked to the research.
0	• Inappropriate answer given. • No response attempted.

© WJEC CBAC Ltd.

(e) Explain **one** strength and **one** weakness of using an opportunity sample in this research. [2+2]

Exemplar answers:

- One strength is that it is a quicker method than other methods such as stratified, meaning that the sample of students can be collected quickly from any history class in the school. [2 marks]
- The psychologist can recruit the sample quicker than other methods, such as systematic sampling. [1 mark]
- One weakness is that the only students available might be students who like history and that is why they turn up for the lesson, making the sample less representative and the findings less generalisable. [2 marks]
- The psychologist might only recruit willing and available participants which do not reflect everyone in the target population. [1 mark]

- Any other appropriate content.

Marks	AO2
2	• Appropriate strength or weakness explained, clearly linked to the research.
1	• Appropriate strength or weakness explained not clearly linked to the research.
0	• Inappropriate answer given. • No response attempted.

© WJEC CBAC Ltd.

(f) To measure the central tendency of the data for enjoyment of history, a median was calculated. Explain why this is the most appropriate measure for this data. [2]

Exemplar answers:

- The median is the most appropriate because the data for enjoyment of history is ordinal, because it is a rating scale from 0 – 10. [2 marks]
- The median may be appropriate as the mean might have been affected by Participant 4 who had a score of 0. [2 marks]
- The median may be appropriate as the mean might have been affected by the outlier. [1 mark]
- The data is ordinal. [1 mark]
- Any other appropriate content.

Marks	AO2
2	• Appropriate explanation, clearly linked to the research.
1	• Appropriate explanation, not clearly linked to the research.
0	• Inappropriate answer given. • No response attempted.

© WJEC CBAC Ltd.

(g) Evaluate the advantages and disadvantages of using quantitative data in psychology. [6]

Credit will be given for:

Advantages
- Can be analysed statistically to make comparisons between groups.
- Can be collected quicker than qualitative data, making the research easier to replicate.
- Can be represented in graphical form to see patterns and trends.

Disadvantages
- Does not provide insight into the reasons for the behaviour.
- Can be manipulated easier to fit in with expected behaviour.

- Any other appropriate content

Marks	AO3
5 – 6	• Reasonable evaluation of advantages and disadvantages of using quantitative data in psychology.
3 – 4	• Basic evaluation of advantages and disadvantages of using quantitative data in psychology. OR • Reasonable evaluation of advantages or disadvantages of using quantitative data in psychology.
1 - 2	• Superficial evaluation of advantages and disadvantages of using quantitative data in psychology. OR • Basic evaluation of advantages or disadvantages of using quantitative data in psychology.
0	• Inappropriate answer given. • No response attempted.

© WJEC CBAC Ltd.

(h) The educational psychologist was asked to share the findings of this research. Explain the format she should use for reporting this psychological investigation. [5]

Exemplar answers:

- The researcher should outline that the aim of the research was to find a relationship between enjoyment of subject and outcome. The report should include a review of existing literature into this relationship. She should explain how a correlation was carried out and how the sample was recruited in the school, along with the results and a discussion of how these findings could help teachers to improve students' enjoyment of subjects if they want grades to improve. Recommendations for improvements could be made. [4 marks]
- There will be an abstract which outlines the aim and purpose of the research, with a description of the correlation method and sampling technique. She should display the findings and data analysis, as well as a discussion of the results and how they could be used by teachers. Recommendations for further research might be suggested. [2 marks]
- The researcher could summarise what they found about enjoyment and essay writing, previous research, what she did and concluded with references to other research. [1 mark]

- Any other appropriate content

Marks	AO2
5	• Thorough explanation of the format used for reporting this psychological investigation.
3 – 4	• Reasonable explanation of the format used for reporting this psychological investigation.
1 - 2	• Superficial explanation of the format used for reporting this psychological investigation. OR • Thorough explanation of the format used for reporting psychological investigations, but not clearly linked to this research.
0	• Inappropriate answer given. • No response attempted.

© WJEC CBAC Ltd.

8. A marketing manager wanted to investigate the power of social media reviews on the sales of fiction books. She chose two books with a similar storyline with similar front covers and asked a local bookstore to display them both. During November, she posted a review of each book on social media – Book A was reviewed as ''*a fabulous, gripping story that will keep you reading*' and Book B was reviewed as *'a slow start to the story, that doesn't get any better'.*

She counted the sales of each book for three months and the results are displayed below:

Figure 2: Sales of books from October to December.

	Sales of Book A	Sales of Book B
October	353	362
November	410	135
December	727	578

(a) (i) Explain one extraneous variable that could affect the findings of this research. [2]

Exemplar answers:

- The author could be the extraneous variable. People might buy more books because it is written by their favourite author rather than because of the online rating. [2 marks]
- It is their favourite author. [1 mark]
- Any other appropriate content.

Marks	AO2
2	• Appropriate extraneous variable clearly linked to the research.
1	• Appropriate extraneous variable not clearly linked to the research.
0	• Inappropriate answer given. • No response attempted.

© WJEC CBAC Ltd.

(ii) Explain **one** way of dealing with the extraneous variable identified in (a)(i) [2]

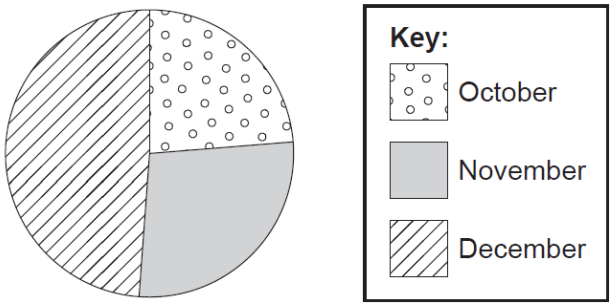
Exemplar answer:

- The books should both be written by the same author, so that this isn't the reason for choosing the book. [2 marks]
- They should choose the same author. [1 mark]
- Any other appropriate content.

Marks	AO2
2	• Appropriate way of dealing with the extraneous variable clearly linked to the research.
1	• Appropriate way of dealing with the extraneous variable not clearly linked to the research.
0	• Inappropriate answer given. • No response attempted.

© WJEC CBAC Ltd.

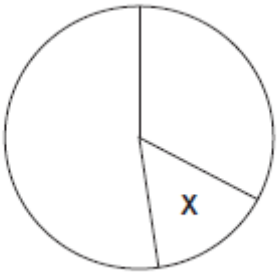
(b) The researcher decided to display the results in a pie chart – Using the information in Figure 2, identify whether the book represented in the pie chart is Book A or Book B [1]



Credit will be given for:	
• Book A. • A. • Any other appropriate content.	
Marks	**AO2**
1	• Accurate identification of book A.
0	• Inappropriate answer given. • No response attempted.

© WJEC CBAC Ltd.

(c) The data for the other book is represented in the pie chart below. Which month is represented by the area X of the pie chart. [1]



Credit will be given for: • November. • Any other appropriate content.	
Marks	**AO2**
1	• Accurate identification of the month of November.
0	• Inappropriate answer given. • No response attempted.

© WJEC CBAC Ltd.

(d) (i) Explain **one** issue of validity with the review of the books in this research. [2]

Exemplar answers:

- One issue with validity is that the review is subjective, for example, 'slow-paced' might mean different things to different people. [2 marks]
- One issue of validity might be the social media site used to post the review might only appeal to certain people and therefore might not have population validity. [2 marks]
- The reviews are subjective. [1 mark]

- Any other appropriate content.

Marks	AO2
2	• Appropriate issue of validity clearly linked to the research.
1	• Appropriate issue of validity not clearly linked to the research.
0	• Inappropriate answer given. • No response attempted.

(ii) Explain how the issue identified in (b)(i) could be dealt with. [2]

Exemplar answer:

- The review could be more objective, such as number of stars or previous sales of the book. [2 marks]
- They could change the review. [1 mark]

- Any other appropriate content.

Marks	AO2
2	• Appropriate way of managing the issue clearly linked to the research.
1	• Appropriate way of managing this issue not clearly linked to the research.
0	• Inappropriate answer given. • No response attempted.

© WJEC CBAC Ltd.

(e) Identify and explain **one** ethical issue with this research. [3]

Exemplar answers:

- People are deceived [1] by the reviews and are spending money on a book based on this review, which could be embarrassing if they give it as a Christmas present [2]. [3 marks]
- There is a risk of humiliation [1] to the book B author as people might read the review and judge their book poorly and may not buy it as a result. [2] [3 marks]
- People might be embarrassed [1] when they find out they have been lied to [1]. [2 marks]
- Risk of harm from deception. [1]

- Any other appropriate content.

Marks	AO2
3	• Appropriate ethical issue is identified, and the explanation is clearly linked to the research.
2	• Appropriate ethical issue is identified, and the explanation is not clearly linked to the research.
1	• Appropriate ethical issue is identified.
0	• Inappropriate answer given. • No response attempted.

© WJEC CBAC Ltd.

(f) Briefly evaluate the use of longitudinal research. [4]

Credit will be given for:

- It allows us to see trends and patterns over time, however this can be costly and time consuming.
- The data is more valid because the researcher does not manipulate the conditions of the research, although the data collection could be carried out by several researchers over time which might cause researcher bias.
- Longitudinal studies are often the only method to investigate clinical and developmental psychology, however there can be higher participant attrition over time, reducing the population validity.

- Any other appropriate content.

Marks	AO3
3 - 4	• Reasonable evaluation of longitudinal research.
1 - 2	• Basic evaluation of longitudinal research.
0	• Inappropriate answer given. • No response attempted.

© WJEC CBAC Ltd.