Surname	Centre Number	Candidate Number
First name(s)		2

GCE AS

B290U20-1

S24-B290U20-1

TUESDAY, 21 MAY 2024 – AFTERNOON

PSYCHOLOGY – AS component 2
Psychology: Investigating Behaviour

1 hour 45 minutes

For Examiner's use only		
Question	**Maximum Mark**	**Mark Awarded**
1.	**2**	
2.	**2**	
3.	**2**	
4.	**3**	
5.	**3**	
6.	**18**	
7.	**33**	
8.	**17**	
Total	**80**	

B290U201
01

ADDITIONAL MATERIALS

In addition to this paper you may require a calculator and a ruler.

INSTRUCTIONS TO CANDIDATES

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

You may use a pencil for graphs and diagrams only.

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

Answer **all** 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 need for good English and orderly, clear presentation in your answers.

Assessment will take into account the quality of written communication used in your answers.

© WJEC CBAC Ltd.

Examiner only

Section A

Answer **all** questions.

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

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

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

© WJEC CBAC Ltd.

Examiner only

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

.....

.....

.....

.....

.....

.....

.....

.....

.....

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]

.....

.....

.....

(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]

.....

.....

.....

(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]

.....

.....

.....

© WJEC CBAC Ltd.

Examiner only

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

© WJEC CBAC Ltd.

Examiner only

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

© WJEC CBAC Ltd.

Turn over.

Examiner only

Section B

Answer **all** questions.

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]

.....

.....

.....

.....

.....

.....

© WJEC CBAC Ltd.

Examiner only

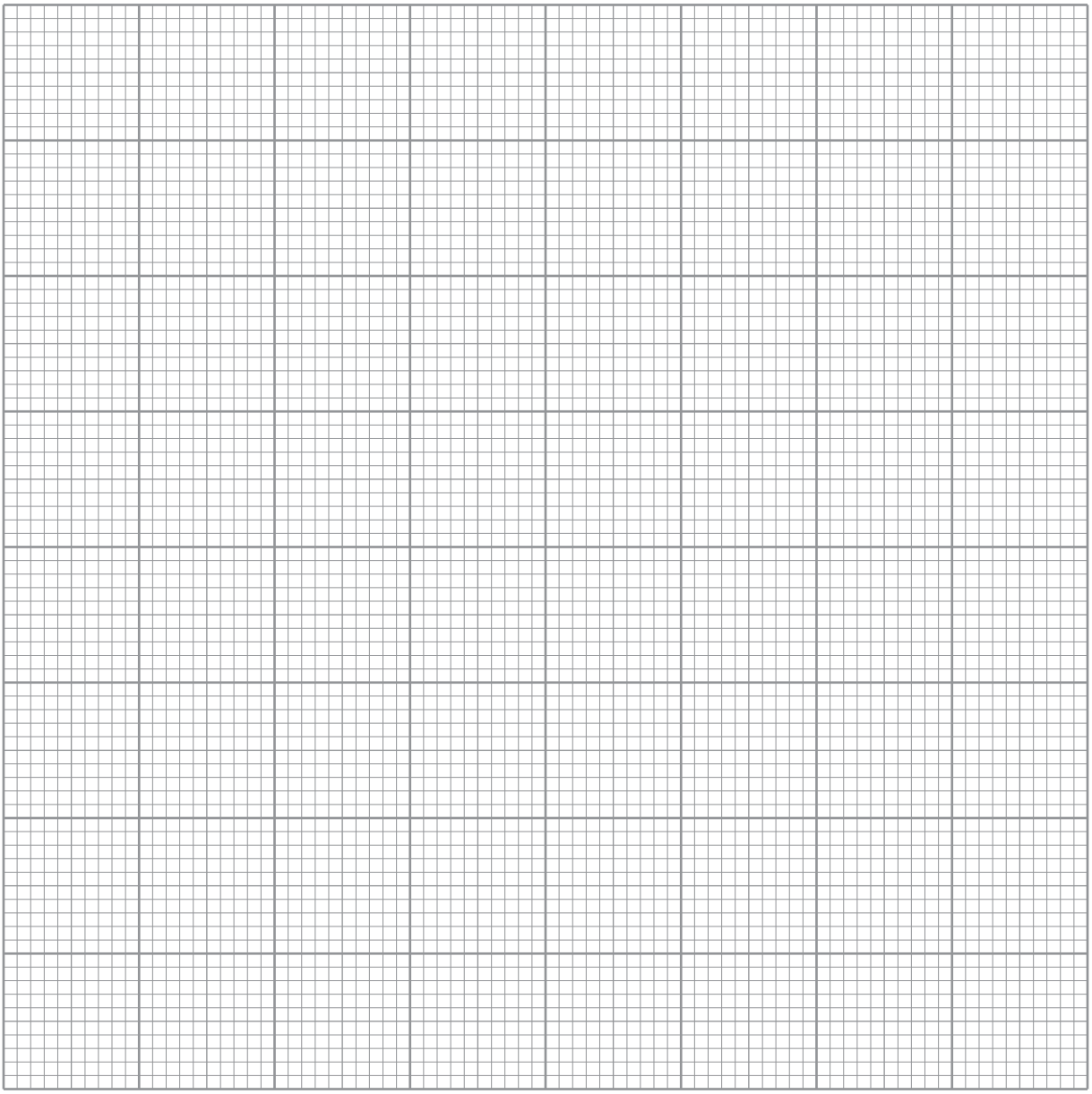
(b) (i) Identify **one** graphical representation that could be used to display the results from **Figure 1**. [1]

.....

.....

.....

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



© WJEC CBAC Ltd.

Examiner only

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

© WJEC CBAC Ltd.

Examiner only

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

.....

.....

.....

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

.....

.....

.....

.....

.....

.....

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

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

© WJEC CBAC Ltd.

Examiner only

(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]

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

© WJEC CBAC Ltd.

Examiner only

(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]

© WJEC CBAC Ltd.

Examiner only

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]

.....

.....

.....

.....

.....

.....

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

.....

.....

.....

.....

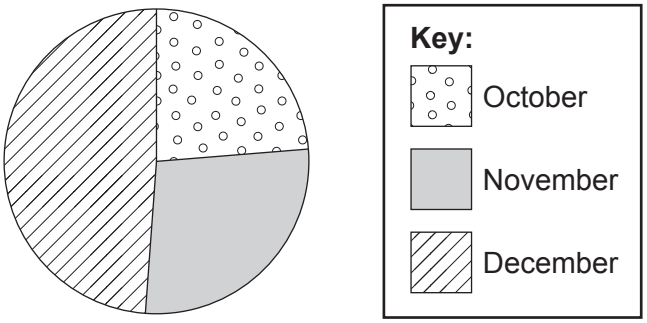
.....

.....

© WJEC CBAC Ltd.

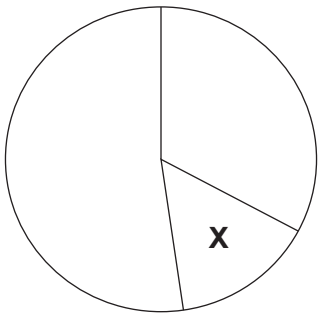
Examiner only

(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]



.....

(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]



.....

© WJEC CBAC Ltd.

Examiner only

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

.....

.....

.....

.....

.....

.....

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

.....

.....

.....

.....

.....

.....

© WJEC CBAC Ltd.

Examiner only

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

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

END OF PAPER

© WJEC CBAC Ltd.

Question number	Additional page, if required. Write the question number(s) in the left-hand margin.

Examiner only

© WJEC CBAC Ltd.

Question number	Additional page, if required. Write the question number(s) in the left-hand margin.

Examiner only

© WJEC CBAC Ltd.

Question number	Additional page, if required. Write the question number(s) in the left-hand margin.

Examiner only

© WJEC CBAC Ltd.

Question number	Additional page, if required. Write the question number(s) in the left-hand margin.

Examiner only

© WJEC CBAC Ltd.

Question number	Additional page, if required. Write the question number(s) in the left-hand margin.

Examiner only

© WJEC CBAC Ltd.