Surname	Centre Number	Candidate Number
First name(s)		2

GCE A LEVEL

S23-1290U40-1

1290U40-1

MONDAY, 5 JUNE 2023 – AFTERNOON

PSYCHOLOGY – A2 unit 4
Applied Research Methods

1 hour 30 minutes

For Examiner's use only		
Question	**Maximum Mark**	**Mark Awarded**
1.	**14**	
2.	**16**	
3.	**10**	
4.	**20**	
Total	**60**	

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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 gel pen or correction fluid.

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. Additional space is provided for some questions within the booklet (if required). If further space is required for any question, you should 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 presentation in your answers.

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

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SECTION A – Personal investigations

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

INVESTIGATION ONE:

A content analysis of anti-social behaviour in the media.

1. (a) Explain how you collected the data for your content analysis. [4]

(b) (i) Explain **one** way the validity of your content analysis could be assessed. [2]

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(ii) Explain **one** way the reliability of your content analysis could be assessed. [2]

(c) Evaluate **one** strength and **one** weakness of using a content analysis when investigating anti-social behaviour in the media. [3 + 3]

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Turn over.

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INVESTIGATION TWO:

A questionnaire on pet ownership and stress.

2. (a) Using an example from your questionnaire, identify and explain what type of data you collected. [3]

(b) Describe **one** ethical issue you faced during your questionnaire study and explain how you dealt with it. [4]

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(c) (i) Identify **one** descriptive statistic you used to summarise the results of your questionnaire study. [1]

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(ii) Justify why the descriptive statistic identified in (c)(i) was appropriate for your questionnaire study. [2]

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(d) Justify the level of significance used when analysing the results of your questionnaire. [2]

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(e) With reference to the inferential statistic you used, justify which hypothesis was accepted and which hypothesis was rejected. [4]

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SECTION B – Application of research methods to novel scenarios

Answer **all** questions.

3. A woman, known as M.T., had an accident and suffered a brain injury which resulted in her suffering from memory and speech problems. Whilst receiving treatment for her injuries, a researcher conducted a case study on M.T. One method used to investigate the extent of M.T.'s brain injury was a brain scan.

(a) (i) Identify **one** type of brain scan. [1]

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(ii) Evaluate **one** strength and **one** weakness of using the brain scan you identified in (a)(i). [2 + 2]

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Additional space for question **3**(a)(ii) only: .....

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(b) Justify the use of a case study as the methodology of this research. [2]

(c) Apart from a brain scan, briefly explain how **one** other methodology could be used to investigate the effect of M.T.'s brain injury. [3]

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4. A psychologist conducted an experiment on whether familiarity with the teacher affects students' obedience within a classroom. The psychologist used an opportunity sample of 10 male and 20 female students from one GCSE class. In their Monday morning lesson, their usual teacher taught the lesson. On Wednesday afternoon, a teacher not known to the students taught the lesson. Both lessons were secretly filmed and independent reviewers noted down how many students obeyed (completed the task) or disobeyed (did not complete the task) the teacher. A table of results can be seen below.

	Number of students	
	Obeyed	**Disobeyed**
Familiar teacher	22	8
Unfamiliar teacher	17	13

(a) (i) Fully explain how the independent variable was operationalised in this research. [2]

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(ii) Fully explain how the dependent variable was operationalised in this research. [2]

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(b) Explain how **one** confounding variable could affect this research. [2]

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(c) (i) Identify the inferential statistical test the researcher would need to use to analyse his data. [1]

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(ii) Fully justify why the inferential statistical test identified in (c)(i) would be appropriate for the researcher to use when analysing the data in this research. [3]

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(d) Evaluate **one** strength and **one** weakness of opportunity sampling. [2 + 2]

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(e) The experimental design used in this research was repeated measures. Evaluate the repeated measures experimental design. [3]

(f) Discuss **one** way in which this research improves on Milgram's (1963) *'Behavioral Study of Obedience'*. [3]

END OF PAPER

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

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