



Tuesday 13 May 2014 – Afternoon

AS GCE PSYCHOLOGY

G541/01 Psychological Investigations

Candidates answer on the Question Paper.

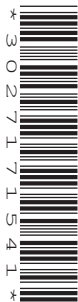
OCR supplied materials:

None

Other materials required:

None

Duration: 1 hour



Candidate forename		Candidate surname	
-----------------------	--	----------------------	--

Centre number						Candidate number				
---------------	--	--	--	--	--	------------------	--	--	--	--

INSTRUCTIONS TO CANDIDATES

- Write your name, centre number and candidate number in the boxes above. Please write clearly and in capital letters.
- Use black ink. HB pencil may be used for graphs and diagrams only.
- Answer **all** the questions in Sections A, B and C.
- Read each question carefully. Make sure you know what you have to do before starting your answer.
- Write your answer to each question in the space provided. If additional space is required, you should use the lined page(s) at the end of this booklet. The question number(s) must be clearly shown.
- Do **not** write in the bar codes.

INFORMATION FOR CANDIDATES

- The number of marks is given in brackets [] at the end of each question or part question.
- The total number of marks for this paper is **60**.
- Quality of written communication is assessed throughout this paper.
- This document consists of **12** pages. Any blank pages are indicated.

2 What is time sampling?

.....
.....
.....
..... [2]

3 (a) What is event sampling?

.....
.....
.....
..... [2]

(b) Outline **one** advantage of event sampling if it were used in this study.

.....
.....
.....
.....
.....
.....
.....
..... [3]

4 Outline **one** disadvantage of having quantitative data in this study.

.....
.....
.....
.....
.....
.....
..... [3]

SECTION B

Answer **all** questions.

La la la, la la la la la – can't get you out of my head. Why is it that after hearing a song we sometimes keep hearing it in our head at different times throughout the day? A psychologist investigated this using the self-report method. Five male and five female students aged 16–19 years old were played a song with a 'catchy tune' through headphones at 9 o'clock in the morning. They were then told to keep a diary making a note of when the song came back in their head throughout the rest of the day until 6pm.

Participants		Number of times the song was reported being heard in the head
1	Males	17
2		4
3		12
4		16
5		8
6	Females	23
7		15
8		35
9		28
10		32

- 5 (a) Explain how to calculate the median and state the median number of times that the males reported hearing the song in their head.

.....

.....

.....

..... [2]

- (b) Why might the median be more appropriate than the mean in this study?

.....

.....

.....

..... [2]

10 (a) Identify the experimental design used in this study.

.....
.....
.....
..... [2]

(b) Describe and evaluate how an alternative experimental design could be used in this study.

.....
.....
.....
.....
.....
.....
.....
.....
.....
.....
.....
.....
.....
.....
.....
.....
.....
.....
.....
..... [6]

11 (a) How has the independent variable (IV) been operationalised in this study?

.....
.....
.....
..... [2]

(b) Evaluate how the independent variable (IV) has been operationalised.

.....
.....
.....
.....
.....
.....
.....
.....
.....
.....
.....
.....
.....
.....
.....
.....
.....
.....
.....
..... [6]

END OF QUESTION PAPER

ADDITIONAL ANSWER SPACE

If additional answer space is required, you should use the following lined page(s). The question number(s) must be clearly shown in the margins.

A large area of lined paper for writing answers. It features a vertical margin line on the left side and horizontal dotted lines for writing. The lines are evenly spaced and extend across the width of the page.

A large rectangular area with a solid vertical line on the left and horizontal dotted lines, providing a space for writing answers.



Copyright Information

OCR is committed to seeking permission to reproduce all third-party content that it uses in its assessment materials. OCR has attempted to identify and contact all copyright holders whose work is used in this paper. To avoid the issue of disclosure of answer-related information to candidates, all copyright acknowledgements are reproduced in the OCR Copyright Acknowledgements Booklet. This is produced for each series of examinations and is freely available to download from our public website (www.ocr.org.uk) after the live examination series.

If OCR has unwittingly failed to correctly acknowledge or clear any third-party content in this assessment material, OCR will be happy to correct its mistake at the earliest possible opportunity.

For queries or further information please contact the Copyright Team, First Floor, 9 Hills Road, Cambridge CB2 1GE.

OCR is part of the Cambridge Assessment Group; Cambridge Assessment is the brand name of University of Cambridge Local Examinations Syndicate (UCLES), which is itself a department of the University of Cambridge.