

OCR

Oxford Cambridge and RSA

Tuesday 16 June 2015 – Morning

A2 GCE PSYCHOLOGY

G544/01 Approaches and Research Methods in Psychology

Candidates answer on the Question Paper.

OCR supplied materials:

None

Other materials required:

None

Duration: 1 hour 30 minutes



Candidate forename		Candidate surname	
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Centre number						Candidate number				
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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 **Section A** and **either** Question 8 **or** Question 9 in **Section B**.
- 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 **80**.
- This document consists of **24** pages. Any blank pages are indicated.

SECTION A

Your task is to answer questions about how a piece of research related to the passage below could be conducted.

Learning is often defined in terms of a relatively permanent change in behaviour as a result of experience. This can be tested experimentally by exposing a group of people to a learning experience and testing them to see if they have shown any change in behaviour.

You must choose **one** of the options **(a)–(g)**:

- (a)** The effect of exercise on sport performance
- (b)** The effect of mental arithmetic practice on test performance
- (c)** The effect of lie detection training on lie detection
- (d)** The effect of a health promotion campaign on healthy eating
- (e)** The effect of team coaching on sport performance
- (f)** The effect of practice on music performance
- (g)** The effect of group learning on examination performance.

You must use a repeated measures design experiment and plan to collect at least ordinal level data. It must be a practical project that could be conducted.

SECTION A

Answer **all** the questions in **Section A** in relation to your practical project.

State the option from **(a)–(g)** that you have chosen for your practical project

1 State the null hypothesis for your practical project.

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

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3 Outline **one** advantage of using the experimental method in your practical project.

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..... [3]

4 (a) Give **two** reasons for using the Wilcoxon signed ranks test to analyse the data in your practical project.

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(b) What does it mean if you find out you have made a Type 1 error in your practical project?

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5 Explain **one** weakness of the sampling method you would use in your practical project.

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6 Briefly discuss **one** ethical issue in relation to your practical project.

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7 Describe an alternative experimental design to using repeated measures in your practical project.

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SECTION B

Answer **either** Question 8 **or** Question 9.

EITHER

- 8** (a) Outline the individual differences approach to psychology. [4]
- (b) Describe **two** pieces of research that use the individual differences approach to psychology. [8]
- (c) Discuss the strengths and limitations of the individual differences approach to explain behaviour. Use examples of psychological research to support your answer. [12]
- (d) Compare the individual differences approach with the physiological approach. Use examples of psychological research to support your answer. [8]
- (e) Discuss the reliability of research that takes the physiological approach to psychology. [8]

If you choose to answer Question 8, write your answers on pages 10 to 15.

OR

- 9** (a) Outline what is meant by reductionism in psychology. [4]
- (b) Describe **two** pieces of research which can be considered reductionist. [8]
- (c) Discuss the strengths and limitations of research that is reductionist. Use examples of psychological research to support your answer. [12]
- (d) Compare the self-report method with any other research method. Use examples of psychological research to support your answer. [8]
- (e) Discuss the validity of psychological research which uses the self-report method. [8]

If you choose to answer Question 9, write your answers on pages 16 to 21.

EITHER

8 (a) Outline the individual differences approach to psychology.

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OR

9 (a) Outline what is meant by reductionism in psychology.

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ADDITIONAL ANSWER SPACE

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

This section of the page is a large, empty area of lined paper. It consists of approximately 25 horizontal dotted lines spaced evenly down the page. A solid vertical line runs down the left side of this area, creating a margin. This is intended for students to write their answers to questions that require more space than the previous page.

This image shows a page of handwriting practice paper. It features a vertical margin line on the left side, creating a narrow column for a date or name. The rest of the page is filled with horizontal dotted lines spaced evenly for writing practice.

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