

4 (a) (i) Give the sample used in Sperry's split-brain study.

..... [1]

(ii) Outline **one** example of sampling bias in this study.

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(b) Describe the background to Casey *et al.*'s study of neural correlates in the delay of gratification.

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5 Explain **one** way in which Freud's study of Little Hans could be criticised for its lack of reliability.

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(d) Explain how Grant *et al.*'s study into context-dependent memory can be considered useful.

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SECTION C – Practical applications

Answer **all** the questions.

Does TV and internet advertising feed children’s junk food habits?

“Every hour kids spend online increases chance of buying junk food by a fifth,” reports The Daily Telegraph.

A study was carried out using an online survey by researchers from the University of Liverpool and the charity Cancer Research UK. Researchers found links between the amount of time children spent watching TV or on the internet and their likelihood of being overweight, asking for junk food, and buying and eating certain types of junk food. Time spent watching commercial TV or online wasn’t linked to children’s activity levels.

Children who watched more than 3 hours of commercial TV a day were 59% more likely to be overweight or obese than children who watched half an hour a day or less. Those who used the internet more than 3 hours a day were 79% more likely to be overweight or obese than children who used the internet half an hour a day or less.

But it’s important to note that we don’t know whether these results mean TV or internet use directly causes obesity or increased junk food consumption. There are some limitations to online surveys. Though the researchers tried to get a broad sample representative of the population, there may still have been selection bias, as parents and children who frequently use the internet are more likely to have participated. The results are also reliant on people accurately recalling the amount of time spent on each activity, and children may have been reluctant to divulge their true onscreen time or consumption of unhealthy foods. We also need to be cautious about the report, as the full results aren’t easily accessible and haven’t been subjected to the scrutiny other published research undergoes.

Adapted from an online article on the NHS website (October 2018)

7 (a) Outline **one** issue of validity raised by the article.

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(b) (i) Identify the type of data quoted in the article.

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(ii) Outline **one** strength of using this type of data in the research quoted in the article.

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(c) Explain how the behaviourist perspective may be applied to this article.

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ADDITIONAL ANSWER SPACE

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

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



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