

**OXFORD CAMBRIDGE AND RSA EXAMINATIONS  
AS GCE**

**G541/01**

**PSYCHOLOGY**

**Psychological Investigations**

**THURSDAY 10 JANUARY 2013: Afternoon**

**DURATION: 1 hour**

**plus your additional time allowance**

**MODIFIED ENLARGED 18pt**

<b>Candidate forename</b>		<b>Candidate surname</b>	
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<b>Centre number</b>						<b>Candidate number</b>				
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**Candidates answer on the Question Paper.**

**OCR SUPPLIED MATERIALS:**

**None**

**OTHER MATERIALS REQUIRED:**

**None**

**READ INSTRUCTIONS OVERLEAF**

## **INSTRUCTIONS TO CANDIDATES**

- **Write your name, centre number and candidate number in the boxes on the first page. 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.**

## **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.**

**BLANK PAGE**

**QUESTION 1 begins on page 4**

**PLEASE DO NOT WRITE ON THIS PAGE**

## SECTION A

Answer ALL questions.

Researchers conducted a study investigating the correlation between how tall a person is and how confident they are. Each participant's height was first measured in centimetres (cm) and then they were asked to rate themselves on a scale of 1 to 100 how confident they would be about giving a public speech (where 1 = not confident at all and 100 = totally confident).

Participant (initials)	Height (cm)	Confidence level about giving a public speech (1 to 100)
MM	185	55
GS	158	65
VW	188	95
MJ	148	60
EP	170	84
HA	178	90
HC	193	100
JW	162	75

**1 Suggest an appropriate alternate hypothesis for this study.**

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**[4]**

[illegible]

6

- 3 Sketch an appropriate scattergraph to display the findings from this study.**

**[4]**

**4 Identify TWO findings from the data in this study.**

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**[4]**

**5 Explain what is meant by a positive correlation.**

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**[2]**



## SECTION B

**Answer ALL questions.**

**A group of psychologists are interested in conducting an observation study of how people behave on a beach when on holiday.**

- 6 (a) Describe an appropriate procedure that could be used in this study.**

[illegible]

[illegible]

**7 (a) What is event sampling?**

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**[2]**

**QUESTION 7 continued on page 12**

**(b) Describe ONE strength and ONE weakness of event sampling if it were used in this study.**

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**[4]**

**8 Identify ONE ethical issue in this study.**

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**[2]**

## **SECTION C**

**Answer ALL questions.**

**Psychologists wanted to investigate if the colour of food influenced how it tasted. To do this they made two bowls of mashed potato. One was normal creamy white in appearance, whereas the other had a green, tasteless and odourless food colouring added. Each participant had to taste both the normal and the green potato and rate how much they liked each one using a scale of 1 (don't like it at all) to 10 (like it a lot).**

- 9 (a) Identify the experimental design used in this study.**

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**[2]**

[illegible]

**10 Identify the independent variable (IV) and dependent variable (DV) in this study.**

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**[2]**

**QUESTION 11 begins on page 16**

[illegible]



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[10]

**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.**

[illegible]






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