

# OCR

Oxford Cambridge and RSA

## Tuesday 14 June 2016 – 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.

Psychologists conduct correlational research to investigate the characteristics people look for in a partner. When participants judge one individual on how physically attractive they find them it may correlate with scores in appearance, sense of humour, etc.

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

- (a)** The relationship between physical attraction and appearance.
- (b)** The relationship between physical attraction and sense of humour.
- (c)** The relationship between physical attraction and kindness.
- (d)** The relationship between physical attraction and similarity of personality.
- (e)** The relationship between physical attraction and intelligence.
- (f)** The relationship between physical attraction and assertiveness.
- (g)** The relationship between physical attraction and wealth.

You must use a correlation and plan to collect data from 10 participants. It must be a practical project that could be conducted.

**3**  
**SECTION A**

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

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

**1** State the alternate hypothesis for your practical project.

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

**Turn over for the next question**



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3 Outline **one** advantage of using a correlation in your practical project.

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..... [3]

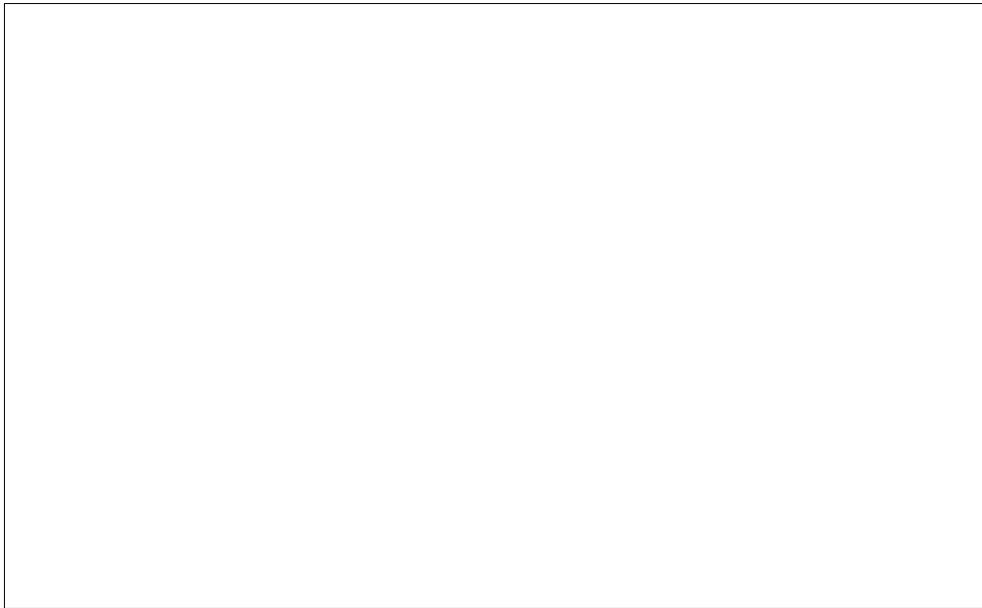
4 (a) Outline a different way to measure **one** of the variables in your practical project.

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(b) Evaluate the suggestion you have made in part (a) in relation to your practical project.

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5 Sketch a graph to present the data that could be collected.



[3]

6 Explain how you could protect the participants from embarrassment in your practical project.

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7 Suggest an alternative sampling method you could have used in your practical project.

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**SECTION B**

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

**EITHER**

- 8** (a) Briefly describe what is meant by longitudinal research in psychology. [4]
- (b) Describe **two** studies in psychology that can be considered longitudinal. [8]
- (c) Discuss the strengths and limitations of conducting longitudinal studies to investigate behaviour. Use examples of psychological research to support your answer. [12]
- (d) Compare the observational method as used in the social approach with the observational method as used in the developmental approach. Use examples of psychological research to support your answer. [8]
- (e) Discuss whether observational research in psychology can be considered valid. [8]

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

**OR**

- 9** (a) Briefly describe the field experiment as a method used in psychology. [4]
- (b) Describe **two** studies in psychology that can be considered field experiments. [8]
- (c) Discuss the strengths and limitations of using field experiments to investigate behaviour. Use examples of psychological research to support your answer. [12]
- (d) Compare the case study method as used in the individual differences approach with the case study method as used in the developmental approach. Use examples of psychological research to support your answer. [8]
- (e) Discuss the generalisability of research using the case study method in psychology. [8]

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







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**Turn over for the next question**





OR

9 (a) Briefly describe the field experiment as a method used in psychology.

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**Question 9(d) begins on page 20**





**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 area of lined paper for writing. It features a vertical solid line on the left side, creating a margin. The rest of the page is filled with horizontal dotted lines, providing space for writing answers.



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



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