

**Thursday 10 January 2013 – 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	
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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 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.













**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]

(b) Outline **one** strength and **one** weakness of using this experimental design in this study.

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**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.



**PLEASE DO NOT WRITE ON THIS PAGE**



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