

**OXFORD CAMBRIDGE AND RSA EXAMINATIONS
ADVANCED SUBSIDIARY GCE**

G541

PSYCHOLOGY

Psychological Investigations

FRIDAY 15 MAY 2009: Afternoon

DURATION: 1 hour

SUITABLE FOR VISUALLY IMPAIRED CANDIDATES

Candidates answer on the Answer Booklet

OCR SUPPLIED MATERIALS:

8 page Answer Booklet

OTHER MATERIALS REQUIRED:

None

READ INSTRUCTIONS OVERLEAF

INSTRUCTIONS TO CANDIDATES

- Write your name clearly in capital letters, your Centre Number and Candidate Number in the spaces provided on the Answer Booklet.
- Use black ink. Pencil may be used for graphs and diagrams only.
- Read each question carefully and make sure that you know what you have to do before starting your answer.
- Answer **ALL** questions in Sections A, B and C.

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.
- Candidates should:
 - (i) ensure that text is legible and that spelling, punctuation and grammar are accurate so that meaning is clear;
 - (ii) select and use a form and style of writing appropriate to purpose and to complex subject matter;
 - (iii) organise information clearly and coherently, using specialist vocabulary where appropriate.

BLANK PAGE

SECTION A

Answer ALL questions.

A researcher is interested in finding out why students at a large sixth form college have decided to study psychology. He is going to use a self-report questionnaire.

- 1 (a) Suggest ONE open and ONE closed question that could be used to investigate subject choice. [4]**
(b) Discuss the validity of the closed question you have suggested to investigate subject choice. [4]

- 2 (a) Suggest how the researcher could use a random sampling technique to get 40 psychology students to complete the questionnaire. [2]**
(b) Evaluate the use of random sampling in this study. [4]

- 3 (a) What is quantitative data? [2]**
(b) Outline ONE strength and ONE weakness of quantitative data in this study. [4]

Section A Total [20]

SECTION B

Answer ALL questions.

A researcher wants to conduct an experiment to investigate if there is a difference in the memory ability of primary school pupils in the morning compared to the afternoon. Each pupil will be assessed in both the morning and the afternoon.

4 Describe and evaluate ONE way in which memory could be measured in this investigation. [10]

5 Explain the difference between an independent measures design and a repeated measures design.

[4]

6 Outline ONE strength and ONE weakness of using a repeated measures design for this investigation. [6]

Section B Total [20]

SECTION C

Answer ALL questions.

A researcher has conducted a correlational study to investigate the relationship between how important a person thinks appearance is and how much they spend on clothes each month. The first variable was 'self rating of the importance of appearance' measured on a ten point scale (where 1 = not important and 10 = extremely important). The second variable was 'amount of money spent on clothes each month' measured by asking people to estimate to the nearest five pounds how much they spent in a typical month. The results are in the table below.

Participants (initials)	Self-rating of importance of appearance	Amount spent on clothes each month
HA	6	£80
EP	8	£120
SF	9	£100
PR	3	£110
MS	7	£75
JP	4	£35
AG	3	£15
BF	5	£50

- 7 Suggest an appropriate null hypothesis for this study. [4]**
- 8 (a) Sketch an appropriately labelled scattergraph displaying the results of this study. [4]**
- (b) Outline TWO conclusions from the data in this scattergraph. [4]**
- 9 Outline ONE strength and ONE weakness of the way ‘importance of appearance’ was measured in the study. [6]**
- 10 Explain what is meant by a negative correlation. [2]**

Section C Total [20]



Copyright Information

OCR is committed to seeking permission to reproduce all third-party content that it uses in its assessment materials. OCR has attempted to identify and contact all copyright holders whose work is used in this paper. To avoid the issue of disclosure of answer-related information to candidates, all copyright acknowledgements are reproduced in the OCR Copyright Acknowledgements Booklet. This is produced for each series of examinations, is given to all schools that receive assessment material and is freely available to download from our public website (www.ocr.org.uk) after the live examination series.

If OCR has unwittingly failed to correctly acknowledge or clear any third-party content in this assessment material, OCR will be happy to correct its mistake at the earliest possible opportunity.

For queries or further information please contact the Copyright Team, First Floor, 9 Hills Road, Cambridge CB2 1PB.

OCR is part of the Cambridge Assessment Group; Cambridge Assessment is the brand name of University of Cambridge Local Examinations Syndicate (UCLES), which is itself a department of the University of Cambridge.