

**Tuesday 10 January 2012 – Morning**

**AS GCE PSYCHOLOGY**

**G541 Psychological Investigations**

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3 9  
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Candidates answer on the Question Paper.

**OCR supplied materials:**

None

**Duration: 1 hour**

**Other materials required:**

None



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 pages at the end of this booklet. The question number(s) must be clearly shown.
- Do **not** write in the bar codes.

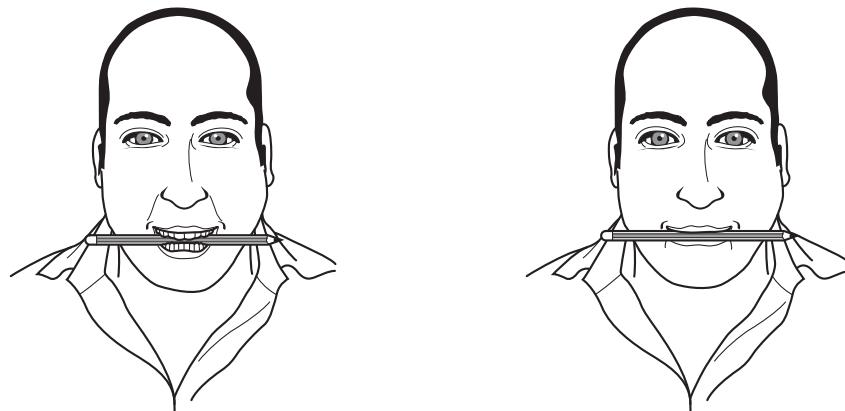
**INFORMATION FOR CANDIDATES**

- 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 A**

Answer **all** questions.

Psychologists wanted to investigate if smiling makes people feel happy. Participants were each shown a short video clip of a cartoon. Half the participants were asked to watch it whilst holding a pencil between their teeth, not touching their lips, so forcing them to smile. The other half were asked to watch it whilst holding the pencil just with their lips, not touching their teeth, which prevented them from smiling. Afterwards participants had to tell the psychologist how happy they felt on a scale of 1 (not very happy) to 10 (very happy).



- 1 Outline **one** strength and **one** weakness of using an independent measures design in this study.

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- 2 (a) What is the independent variable (IV) in this study and how has it been operationalised?

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- (b) What is the dependent variable (DV) in this study and how has it been operationalised?

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- 3 Evaluate both the reliability and validity of the way the dependent variable (DV) has been measured in this study.

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**Total [20 Marks]**

## Section B

Answer **all** questions.

It seems that when we make a conscious effort not to think about something specific, we can't help but think of it! Researchers investigated this using a self-report. Participants were instructed, "Do not think of a white bear". Each participant was studied for a period of five minutes during which time they had to say aloud what they were thinking. Following this a short interview was conducted with each participant to ask them some questions about how they felt about the task.

Participant	Number of times thoughts about a white bear were reported during a five minute period
1	8
2	14
3	2
4	15
5	16
6	12
7	21
8	11
9	7
10	10

- 4 Outline **two** findings from the data in this table.

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- 5 Describe how an appropriate descriptive statistic could be used with the data in this table.

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- 6 Outline **one** strength and **one** weakness of having qualitative data in this study.

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- 7 (a) Suggest **one** open question that could be used in the interview about the task.

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- (b) Suggest **one** closed question that could be used in the interview about the task.

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- (c) Suggest **one** question involving the use of a rating scale that could be used in the interview about the task.

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**Total [20 Marks]**

**Section C**

Answer **all** questions.

Psychologists want to investigate if there is a correlation between a person's ratings of how ugly snakes are and how much they fear them.

- 8** Suggest an appropriate null hypothesis for this study.

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- 9** Outline how fear could be measured in this correlation study.

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- 10 Outline **one** strength and **one** weakness of the way you would measure fear in this study.

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- 11 Explain what is meant by a positive correlation.

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- 12** Identify **one** strength and **one** weakness of the correlational method.

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**Total [20 Marks]**

**Additional Pages**

If you use the following lined pages to complete the answer(s) to any questions(s), the question number(s) must be clearly shown.

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