

**Monday 15 May 2017 – Afternoon**

**AS GCE PSYCHOLOGY**

**G541/01** Psychological Investigations

Candidates answer on the Question Paper.

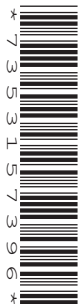
**OCR supplied materials:**

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.
- 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 barcodes.

**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**.
- This document consists of **12** pages. Any blank pages are indicated.

Eye love you. Psychologists investigated if people are perceived as more attractive if the pupil of their eye is dilated (large) compared to constricted (small). To do this they asked male participants to rate a photograph of a female on a scale of 1 (not attractive at all) to 12 (extremely attractive). In one condition the pupils of the eyes of the female were dilated, whereas in the other condition the pupils (of the same female) were constricted. Two different groups of 16 males participated in each condition.

- ..... [2]

- [6]

- 3 Identify the independent variable (IV) and dependent variable (DV) in this study.

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- 4 Suggest an appropriate one-tailed alternate hypothesis that could have been used in this study.

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- 5 (a) Explain what is meant by the descriptive statistic called the mean.

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- (b) Explain how the mean would be calculated for each condition of this study.

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**SECTION B**

Answer **all** questions

Expensive tastes? Psychologists conducted a study to investigate if there was a correlation between how much a bottle of wine costs and how nice it tastes. Each participant was first given a small glass of wine and asked to rate how nice it tasted on a scale 1 (not nice at all) to 20 (extremely nice). Then they were asked to suggest how much they would have to pay for a bottle of the wine. The findings from the study are presented in the table below.

Participant	Rating of how nice the wine tasted	Estimate of how much the bottle of wine cost
1	18	£12.00
2	7	£6.50
3	20	£15.00
4	3	£4.00
5	6	£6.00
6	9	£5.50
7	16	£11.00
8	10	£8.50
9	4	£10.00
10	15	£9.50

**6** Outline **two** findings from the data in this table.

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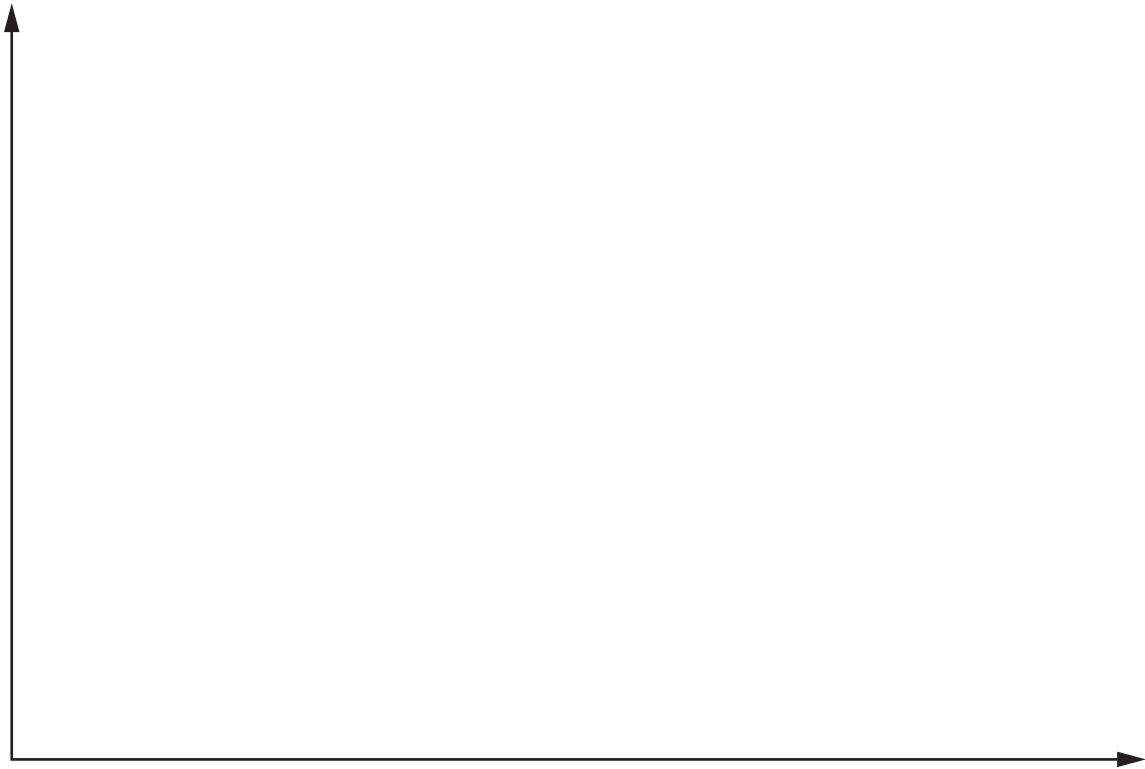
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..... **[4]**

- 7 Sketch an appropriately labelled scattergraph displaying the results of this study.



[4]

- 8 Evaluate the reliability and validity of the way that the psychologist measured how nice the wine tasted.

[10]

- 9** Explain what is meant by no correlation.

..... [2]

**8**  
**SECTION C**

Answer **all** questions

Happy hour. Psychologists want to use the self report method to investigate at what time of a person's life they have felt the happiest and why. For some people this may be when they were young, for others when they were older. It may also depend on other factors such as what type of job the person had at the time.

**10** Explain the difference between open and closed questions in this study.

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**11** Outline **one** strength and **one** weakness of using questions involving a rating scale in this study.

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12 (a) Identify how qualitative data could be obtained in this study.

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(b) Outline **one** strength and **one** weakness of having qualitative data in this study.

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- 13** Outline how participants could be obtained for this study using opportunity sampling.

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**END OF QUESTION PAPER**

This image shows a blank sheet of white paper designed for handwriting practice. It features a solid vertical line on the left side, creating a narrow margin. The rest of the page is filled with evenly spaced horizontal dashed lines, providing guides for letter height and placement. There are no other markings, text, or illustrations on the page.

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