

OCR

Oxford Cambridge and RSA

Monday 16 May 2016 – 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 bar codes.

INFORMATION FOR CANDIDATES

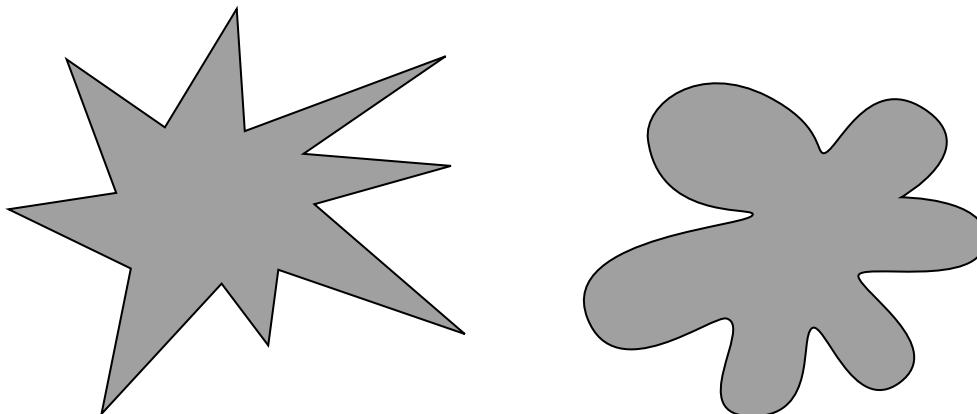
- The number of marks is given in brackets [] at the end of each question or part question.
- The total number of marks for this paper is **60**.
- This document consists of **16** pages. Any blank pages are indicated.

2

SECTION A

Answer **all** questions

A psychologist wants to investigate how symbols influence the way we think. Using the self-report method, participants will be shown the two shapes below and asked which one they think is called "ziki" and which one "soso".



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

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2 Outline **one** strength and **one** weakness of using closed questions in this study.

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3 (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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4 Outline how participants could be recruited for this study using self-selected sampling.

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SECTION B

Answer **all** questions

A psychologist investigated selective attention using a laboratory experiment. Participants wore headphones through which a different nursery rhyme was played to each ear at the same time. Afterwards, the participants were asked 15 true or false questions relating to the content of the nursery rhymes. The psychologist was interested in the difference in how men and women performed in this task.

5 Identify the experimental design used in this study.

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6 Outline **one** strength and **one** weakness of using a laboratory experiment in this study.

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

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

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9 (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 the men and women in this study.

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SECTION C

Answer **all** questions

Emotions are strange. Sometimes people enjoy feeling sad! To investigate this, a psychologist conducted a correlation study assessing how people felt after watching a sad film. Each person was asked to rate on a 20-point scale, how much they enjoyed the film (1 = not very much, 20 = very much) and how sad it made them feel (1 = not very sad, 20 = very sad). The findings from the study are presented in Table 10.1 below.

Participant	Rating of how much the film was enjoyed	Rating of how sad the film made the participant feel
1	16	18
2	5	6
3	10	12
4	12	10
5	2	2
6	13	15
7	4	19
8	6	8
9	9	9
10	7	3

Table 10.1

10 Outline **two** findings from the data in Table 10.1.

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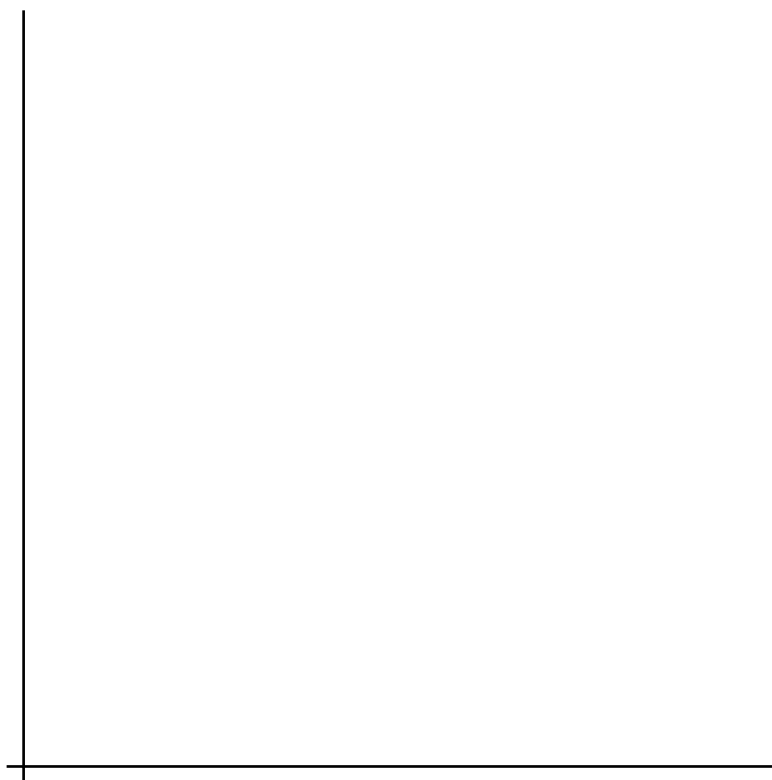
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10

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



[4]

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 rectangular area with a solid vertical line on the left side and horizontal dotted lines extending across the page, 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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