

Section A

Answer **all** questions in this section.

1 From the study by Piliavin et al. (subway Samaritans):

(a) Describe how the quantitative data was collected in this study.

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..... [2]

(b) Suggest **one** advantage of using quantitative data in this study.

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..... [2]

2 From the study by Canli et al. (brain scans and emotions):

Explain what is meant by 'generalisability', using **two** examples from this study.

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..... [3]

3 In an experiment with a repeated measures design, there may be a problem with order effects.

Explain **one** type of order effect.

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..... [2]

4 In the study by Laney et al. (false memory), a comparison was made between a 'love asparagus' group and a control group.

(a) (i) Name the experimental design used in this comparison.

..... [1]

(ii) Explain **one** disadvantage of this design.

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..... [2]

(b) Describe **one** ethical problem in this study.

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..... [2]

Section B

Answer **all** questions in this section.

7 Jenny is studying Sven, a man who has problems with his memory. He is unable to remember new people or facts, even if they are repeated many times. Jenny is collecting data using techniques including interviews, questionnaires and observations.

(a) (i) Name the research method Jenny is using.

..... [1]

(ii) Explain **one** advantage of this research method in this study.

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..... [2]

(b) (i) Suggest **one** open question that Jenny could ask Sven to investigate his memory problems.

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..... [1]

(ii) Suggest **one** closed question that Jenny could ask Sven to investigate his memory problems.

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..... [1]

(iii) Suggest **one** advantage of asking closed questions.

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..... [1]

(c) One problem for Jenny is that whenever she talks to Sven, he does not recognise her.

Suggest **one** reason why this is a problem for Jenny’s study.

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..... [2]

8 Janet is investigating attitudes to healthy eating. She is considering using a questionnaire or an interview.

(a) Explain what is meant by a ‘questionnaire’.

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..... [1]

(b) Explain what is meant by an ‘interview’.

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..... [1]

(c) Explain **one** advantage of using questionnaires to investigate healthy eating.

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(d) Explain **one** disadvantage of using questionnaires to investigate healthy eating.

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Question 9 appears on the following page

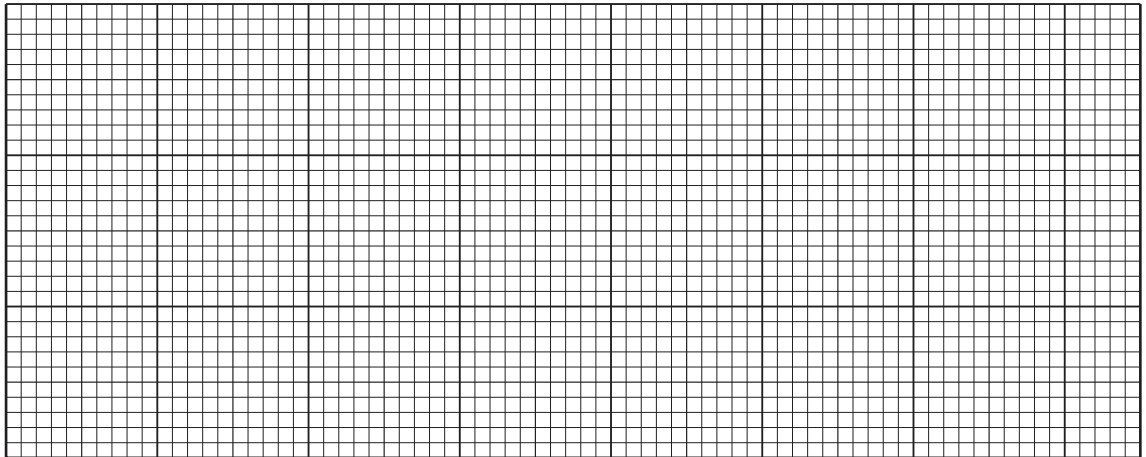
- 9 Silas conducted an observational study about discrimination and counted examples of different kinds of discrimination. His data is shown in Table 1.

Table 1

	Type of discrimination observed			
	Being ignored	Being stared at	Verbal aggression	Physical aggression
Number of instances	16	12	6	8

- (a) Draw a bar chart of Silas's results.

[4]



(b) Silas was observing in a large playground in a school with the permission of the school principal and the parents of the children.

(i) Explain whether there could be an issue with privacy in this study.

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..... [2]

(ii) Explain whether there could be an issue with informed consent in this study.

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(c) Explain the feature of Silas's observation that means it is a structured observation.

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..... [2]

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..... [10]

(b) Identify **one** practical weakness/limitation with the procedure you have described in your answer to part (a) and suggest how your study might be done differently to overcome the problem.

Do **not** refer to ethics or sampling in your answer.

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..... [4]

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