



**PSYCHOLOGY
HIGHER LEVEL
PAPER 3**

Wednesday 17 November 2010 (morning)

1 hour

INSTRUCTIONS TO CANDIDATES

- Do not turn over this examination paper until instructed to do so.
- Answer all the questions.

Answer **all** the questions. When structured questions are set (that is, with parts a and b) candidates should clearly label each part of their answer a and b.

1. A questionnaire is to be used by a school administration to survey attitudes of parents towards the proposed introduction of lessons on birth control and sexually transmitted diseases.

Discuss the advantages and disadvantages of using e-mail as a means of obtaining research data for this specific survey.

[10 marks]

2. Contrast the use of a conversational interview with the use of a semi-structured interview for investigating the musical preferences of young people in their early adulthood.

[10 marks]

3. (a) Discuss how researcher expectancies that can occur in **qualitative** research may invalidate the findings.

[4 marks]

- (b) Explain precautions that could be taken to overcome the problem of researcher expectancies.

[6 marks]
