

Activity 6

Example candidate work

Paper 1

Using the mark scheme, identify the marks that would have been awarded to each candidate.

From the study by Laney et al., explain why the study was carried out. [2 marks]	Marks awarded
Candidate A <i>To see whether false memories that are good can be given to a person.</i>	
Candidate B <i>To test if positive false memories for asparagus can be implanted and then increase how much they liked asparagus.</i>	
Candidate C <i>They found that the students did receive course credits when they completed the questionnaire and 22% indicated a memory for asparagus. This supported the aim that false memories can be implanted into a person about loving asparagus.</i>	
Candidate D <i>To test out human memory and how it works.</i>	
Discuss at least two strengths and two weaknesses of the Piliavin et al. study. [8 marks]	Marks awarded
Candidate A <i>The setting was a subway train and this increases the ecological validity of the study. Being on a subway train and seeing some in distress is something that could happen on a daily basis therefore natural everyday behaviours should have been seen in the participants. However, there are ethical problems with this study. Due to the set up no one knew that they were participating in a study so no one had given their permission to be used in it. This breaks the guideline of gaining informed consent by giving them enough details about the study to allow them to give their permission to take part in it. Another weakness is it would be difficult to generalise past the sample itself as they were all urban dwellers who were used to travelling on a subway train. People in urban areas are more used to deindividuating so other situations may not be the same.</i>	

Candidate B

Experimenters worked in teams of four, two females to record the results, and two males who would play the roles of victim and model helper. There were four teams, one containing a black male. All victims were male aged 26–35. Three of them were white and one was black. For each trial, one of the observers noted the race, sex and location of every person in the critical area. Also, the total number of people in the subway car was counted and the total number of people who gave help. Piliavin admitted that the situation they set up was unusual in that their participants were trapped in a carriage with a collapsed person and therefore could not just leave the situation – this means that the findings may not be applicable to events where a witness can escape.

Paper 2

Using the mark scheme, identify the marks that would have been awarded to each candidate.

A hypothesis in a study says 'Emotions will differ following exposure to a happy or an angry stooge.' Is this a directional (one-tailed) or a non-directional (two-tailed) hypothesis? Include a reason in your answer. [1 mark]	Mark awarded
Candidate A Non-directional.	
Candidate B Directional as they are looking to see if the happy stooge makes people more emotional.	
Candidate C Non-directional as a difference is predicted but not a direction.	
Candidate D Directional as there is no direction but a definite difference.	
Sakri thinks that the way he scores the participants' answers may differ from the way Hilja scores them. Suggest how Sakri can test whether he and Hilja are reliable in their scoring of the questionnaire. [3 marks]	Marks awarded
Candidate A They could get an expert to look at their questionnaire and see if it is measuring what they both think it is measuring. They could then advise them on which questions to keep and which ones to re-write or delete.	
Candidate B Sakri could correlate his scores with Hilja for the same questionnaires. They could then plot their pairs of scores in a scattergram and see if there is any positive relationship between their scores for the same questionnaire.	
Candidate C They could conduct a test-retest analysis of the questionnaire. They can get the same participants to complete the same questionnaire about one month apart. They could then correlate these scores and plot them on a scattergraph. If a positive correlation is seen then the questionnaire is reliable and they could even calculate a correlation co-efficient. This would ensure that their scores are reliable.	

Paper 3

Using the mark scheme, identify the marks that would have been awarded to each candidate.

Describe the cognitive explanation of schizophrenia, as outlined by Frith (1992). [4 marks]	Marks awarded
Candidate A <i>Frith said that people with schizophrenia have a deficient metarepresentation system. This system helps people to reflect on things like emotions and thoughts. They also may have a faulty central monitoring system so this is why they sometimes feel that their thoughts and feelings are not in their control.</i>	
Candidate B <i>Frith said that people with schizophrenia have a deficient metarepresentation system. This system helps people to reflect on things like emotions and thoughts. They also may have a faulty central monitoring system so this is why they sometimes feel that their thoughts and feelings are not in their control. For example, they hear inner speech and they are unaware that it is themselves who are producing it – they believe it is someone else. Also, the negative symptoms might be because the supervisory attentional system is not working properly. This system would usually allow people to understand that thoughts are initiated by themselves and not some outside force.</i>	
Discuss one strength and one weakness of one way of measuring leadership. [6 marks]	Marks awarded
Candidate A <i>It collects quantitative data about leaders and this allows direct comparisons between people as it is objective. However, people completing it may not tell the truth or give socially desirable answers to make them look like a better leader than what they actually are. This may reduce the validity of the LPI as a measure of leadership.</i>	
Candidate B <i>Kouzes & Posner (1987) created the Leadership Practices Inventory (LPI). It tells people which of five core styles they think they use in their everyday working environment. The five are Model The Way, Inspire A Shared Vision, Challenge The Process, Enable Others To Act and Encourage The Heart. Summary sheets and ranking charts are produced and these are useful as people can then use them to see what type of leader they are and see if it fits into how the organisation can work. An organisation can map what leaders they have and then use them more effectively in different departments which could increase turnover.</i>	

Paper 4

Using the mark scheme, identify the marks that would have been awarded to each candidate.

Fear of blood and injections are common phobias. Explain how a different phobia can be explained through conditioning. [4 marks]	Marks awarded
Candidate A <i>Little Albert was a really good example for this. Before conditioning, he played with a white rat (neutral stimulus). However, Watson knew that a loud noise (UCS) would naturally produce fear (UCR) in any human. So, every time that Little Albert went towards the white rat, Watson banged on a large metal bar behind the head of Albert. This was the conditional stimulus. He repeated this at least seven times. After this, if Little Albert was presented with the white rat (CS), he showed fear towards it (CR). Little Albert has been conditioned to fear a white rat.</i>	
Candidate B <i>Someone might gain a fear through Social Learning. A child may pay attention and observe their mum being fearful towards a spider. They retain this information in their memory as mum is a role model. They think that spiders are scary and that they must be feared as mum showed that behaviour. Also, when mum showed fear, dad came along and hugged her (this is vicarious reinforcement). Also, people may gain fears through operant conditioning. If a person gets rewarded for showing fear then they will do it again.</i>	
Design a study to investigate worker preference for job rotation and or job enrichment. [10 marks]	Marks awarded
Candidate A <i>I would set up a field experiment to test worker preference. I would have two groups of participants: one group would have job rotation in a department for a month (changing every week) and the other would undergo job enrichment. This would be the IV. The experimental design will be independent measures as a worker will only be in the job rotation or job enrichment condition – this was chosen as it would be difficult for workers to experience both rotation and enrichment. I would measure preference as a satisfaction score on a questionnaire. The worker would have to rate each day on the job out of 20 with 0 being do not like or prefer this type of work and 20 being finding the work to be stimulating and would prefer this to happen with their job.</i>	

Candidate B

I would use a questionnaire to assess worker preference. I would recruit 100 people from a company by advertising for participants in the company magazine. It would state that a study is being run to assess working conditions in the company and the findings could be used to improve the working conditions of the company. Therefore, we would be using volunteers but ensure that the sample was made up of roughly equal amounts of men and women with people from different departments within the company to get a wider range of views. They would get an extra \$25 pay for participating. I would present the participants with two scenarios. The first scenario would tell them about job rotation and how it could work in the company with examples that they can relate to. The second scenario would tell them about job enrichment and again how it would work in the company with examples. After each scenario, I would ask questions like:

1. On a scale of 0-10 (0 being none and 10 being a lot), how appealing is the scenario to you as a worker?
2. Explain, in your own words, why you chose the rating you did in the above question.

After they had completed the questions for both scenarios, there would be on final question:

Q. The company is thinking of implementing one of the scenarios you have read about. Which of the two would you prefer?

I could analyse the average rating scores and I could look at the qualitative responses to see if there are any common reasons that people are telling me about each type of job enhancer. The findings could be presented to the company board of directors to show them what things would motivate their workforce further from the two choices of enrichment or rotation. I would ensure that all workers who participate remain anonymous when I analyse the results but would have to know who participated so that payroll can pay them the \$25. Only I would know this though.