

Candidate forename						Candidate surname					
Centre number						Candidate number					

OXFORD CAMBRIDGE AND RSA EXAMINATIONS
GCSE

B543/01

PSYCHOLOGY

Research in Psychology

FRIDAY 25 MAY 2012: Morning

DURATION: 1 hour

MODIFIED ENLARGED

Candidates answer on the Question Paper.

OCR SUPPLIED MATERIALS:

None

OTHER MATERIALS REQUIRED:

None

READ INSTRUCTIONS OVERLEAF

INSTRUCTIONS TO CANDIDATES

- **Write your name, centre number and candidate number in the boxes on the first page. 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 at the end of this booklet. The question number(s) must be clearly shown.**

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 40.**

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SECTION A – PLANNING, DOING AND ANALYSING RESEARCH

Answer ALL questions.

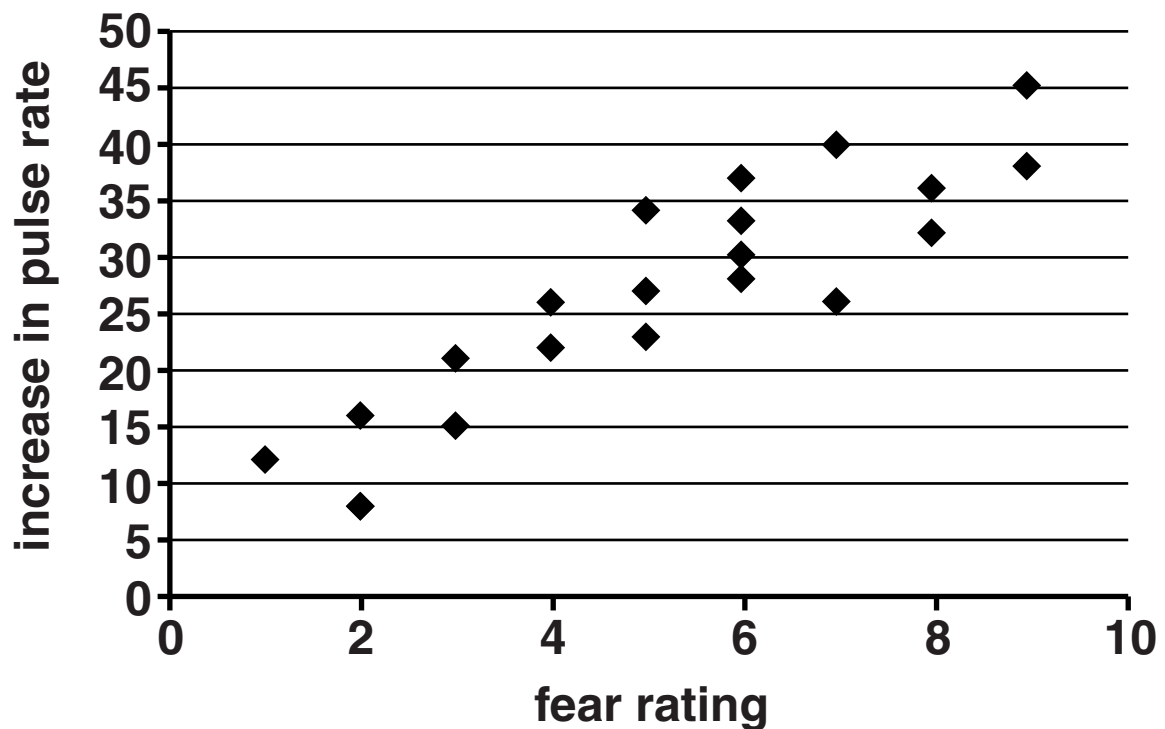
THE SOURCE

A psychologist investigated whether pulse rate is a good indicator of fear. He conducted a correlation study at a theme park. He wanted to find out whether rides that people rated as causing the most fear were also the rides that produced the highest pulse rates.

The psychologist used a volunteer sample of twenty participants. Each participant went on three different rides. He measured their pulse rates before and after each ride. He also asked them to rate how fearful they thought each ride was using a scale of 1 to 10, where 1 is not fearful at all and 10 is extremely fearful.

The results are shown in the scattergraph opposite.

A SCATTERGRAPH SHOWING THE CORRELATION BETWEEN PULSE RATES AND HOW FEARFUL PARTICIPANTS THOUGHT THE RIDES WERE.



1 Give the aim of the study in the Source.

[1]

2 State a null hypothesis for this study.

[2]

3 (a) State the TWO variables being measured in this study.

(i) _____ **[1]**

(ii) _____ **[1]**

(b) Describe the correlation shown in the scattergraph.

_____ **[2]**

4 Identify the type of questions the psychologist used in his questionnaire.

Tick ONE box to show your answer.

Closed questions ☐ **Open questions** ☐ **[1]**

5 Identify the type of data used in the Source.

Tick ONE box to show your answer.

Qualitative ☐ **Quantitative** ☐ **[1]**

- 6 The psychologist used a questionnaire to ask people to rate how fearful they thought each ride was.**

Describe ONE weakness of using a questionnaire for this study.

[3]

- 7 The psychologist used a volunteer sample. He could have used a random sample.**

(a) Outline what a random sample is.

[2]

(b) Describe ONE strength of using a random sample.

[2]

- 8 (a) State ONE ethical issue the psychologist would have to consider in this study.**

[1]

- (b) Explain how the psychologist would have to deal with this ethical issue in this study.**

[2]

- 9 Extraneous variables are often a problem in research.**

Explain how ONE extraneous variable may have occurred in this study.

[2]

10 The psychologist could have carried out a longitudinal study.

Outline how longitudinal studies are different from cross-sectional studies.

[2]

11 Explain what is meant by validity.

[2]

[Total: 25]

SECTION B – PLANNING AN INVESTIGATION

You have been asked to carry out an experiment to investigate whether people can pay attention to two tasks at once. The theory is that people will have more trouble paying attention to each thing when they are asked to do two tasks at the same time.

Use this space to plan your answer.

12 (a) State an alternate hypothesis for your investigation.

[2]

(b) Identify the target population you would use in your investigation.

[1]

(c) Explain how you would measure attention in your investigation.

[2]

(d) Briefly outline how you would carry out the experiment to investigate whether people can pay attention to two tasks at once.

[3]

(e) Outline how demand characteristics could affect your investigation.

[3]

(f) Describe ONE weakness of using an experiment in your investigation.

[2]

(g) Outline how you would analyse your findings.

[2]

[Total: 15]

ADDITIONAL PAGE

If you use this lined page to complete the answer to any question, the question number(s) must be clearly shown.

[illegible]

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