UNIVERSITY OF CAMBRIDGE INTERNATIONAL EXAMINATIONS
General Certificate of Education Advanced Level

PSYCHOLOGY **9698/31**

Paper 3 The Specialist Choices **May/June 2010**

3 hours

Additional Materials: Answer Booklet/Paper

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READ THESE INSTRUCTIONS FIRST

If you have been given an Answer Booklet, follow the instructions on the front cover of the Booklet.
Write your Centre number, candidate number and name on all the work you hand in.
Write in dark blue or black pen.
Do not use staples, paper clips, highlighters, glue or correction fluid.

There is a choice of five specialist options in this question paper. Choose **two** options and answer questions from those two options only.
In each option there are **two** Sections:
Section A
Answer **one** question for each of your chosen options.
Section B
Answer **one** question for each of your chosen options.

At the end of the examination, fasten all your work securely together.
The number of marks is given in brackets [ ] at the end of each question or part question.

This document consists of **11** printed pages and **1** blank page.

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PSYCHOLOGY AND EDUCATION

Answer **one** question from Section A and **one** question from Section B.

SECTION A

Answer **one** question from this section.

1 **(a)** Explain, in your own words, what is meant by the term ‘teaching style’. [2]

(b) Describe **one** teaching style and **one** learning style. [6]

(c) Describe **one** way in which learning styles have been measured. [3]

2 **(a)** Explain, in your own words, what is meant by the term ‘improving motivation’. [2]

(b) Give **one** example of learned helplessness and **one** example of attribution theory in education. [6]

(c) Describe **one** way in which motivation can be improved in the classroom. [3]

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SECTION B

Answer **one** question from this section.

3

David is growing up

David was a problem child who continually disrupted the work of his teacher and the other children in his class. David is now in a different class and his new teacher believes that preventing disruptive behaviour before it happens is better than curing or correcting it after it has happened.

(a) Describe what psychologists have found out about disruptive behaviour in schools. [8]

(b) Evaluate what psychologists have found out about disruptive behaviour in schools. [10]

(c) Giving reasons for your answer, suggest how a teacher may prevent a disruptive behaviour from happening. [6]

4

It is noisy in here

A study by Maxwell and Evans found that children who were taught in a sound proof room scored higher on word and number recognition tasks than those children who were taught in rooms that had no sound proofing. They were also said to have a better understanding of the use of language.

(a) Describe what psychologists have found out about the design and layout of educational environments. [8]

(b) Evaluate what psychologists have found out about the design and layout of educational environments. [10]

(c) Giving reasons for your answer, suggest how the environmental conditions of a classroom could improve learning. [6]

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PSYCHOLOGY AND ENVIRONMENT

Answer **one** question from Section A and **one** question from Section B.

SECTION A

Answer **one** question from this section.

5 **(a)** Explain, in your own words, what is meant by the term 'noise'. [2]

(b) Describe **two** studies showing the negative effects of noise on social behaviour. [6]

(c) Describe **one** study showing the negative effects of noise on health. [3]

6 **(a)** Explain, in your own words, what is meant by the term 'climatological determinism'. [2]

(b) Describe **two** studies showing the negative effects of climate and/or weather on performance. [6]

(c) Describe the effects on health of seasonal affective disorder (SAD). [3]

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SECTION B

Answer **one** question from this section.

7

I hate shopping!

If I go shopping when I expect it to be crowded and it is crowded, I just cope.
If I go shopping when I expect it not to be crowded but it is crowded, then I get frustrated.
If I go shopping when I expect it to be crowded but it isn't crowded, I am delighted!

(a) Describe what psychologists have learned about density and crowding. [8]

(b) Evaluate what psychologists have learned about density and crowding. [10]

(c) Giving reasons for your answer, suggest what a person can do to prevent the effects of crowding. [6]

8

Leave your bags …

Research has suggested that even in an emergency situation people follow the 'script' of the usual way to behave. When escaping from a crashed plane some people still get their bags and wait patiently in line to exit. People who follow scripts in emergencies tend not to survive.

(a) Describe what psychologists have discovered about natural disaster and/or technological catastrophe. [8]

(b) Evaluate what psychologists have discovered about natural disaster and/or technological catastrophe. [10]

(c) Giving reasons for your answer, suggest ways in which psychologists could help people *before* the occurrence of a disaster and/or catastrophe. [6]

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PSYCHOLOGY AND HEALTH

Answer **one** question from Section A and **one** question from Section B.

SECTION A

Answer **one** question from this section.

9 **(a)** Explain, in your own words, what is meant by the term ‘acute pain’. [2]

(b) Outline **two** theories of pain. [6]

(c) Describe **one** study that has measured acute pain. [3]

10 **(a)** Explain, in your own words, what is meant by the term ‘accident proneness’. [2]

(b) Describe **one** personality factor and **one** non-personality factor that may cause accidents. [6]

(c) Describe **one** study that has promoted safety behaviours. [3]

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SECTION B

Answer **one** question from this section.

11

Food Dudes to the rescue!

The 'Food Dude' study by Tapper in 2003 was a very successful school-based programme which improved the poor eating habits of young children. Tapper suggests that the approach could be adapted to help change other forms of poor lifestyle behaviour and promote health.

(a) Describe what psychologists have found out about health promotion. [8]

(b) Evaluate what psychologists have found out about health promotion. [10]

(c) Using psychological evidence, outline the main features of a school-based programme aimed at promoting any aspect of health**.** [6]

12

According to Mark Twain

Apparently the American novelist Mark Twain once said "to give up smoking is the easiest thing I ever did. I should know; I've done it a thousand times".

(a) Describe what psychologists have discovered about substance use and abuse. [8]

(b) Evaluate what psychologists have discovered about substance use and abuse. [10]

(c) Using your psychological knowledge, suggest ways in which people using a substance can quit. [6]

PSYCHOLOGY AND ABNORMALITY

Answer **one** question from Section A and **one** question from Section B.

SECTION A

Answer **one** question from this section.

13 **(a)** Explain, in your own words, what is meant by the term 'historical explanation of abnormality'. [2]

(b) Describe **one** historical and **one** contemporary explanation of abnormality. [6]

(c) Describe **one** historical treatment for mental illness which has been shown to be ineffective. [3]

14 **(a)** Explain, in your own words, what is meant by the term 'somatoform disorder'. [2]

(b) Describe **two** types of somatoform disorder. [6]

(c) Describe **one** way in which somatoform disorders can be treated. [3]

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SECTION B

Answer **one** question from this section.

15

Confabulation

People with anterograde amnesia have a loss of memory for events *after* a disturbing experience. People with retrograde amnesia have a loss of memory for events *before* a disturbing experience. Confabulation is making things up to replace loss of memory which often happens to people with these types of amnesia.

(a) Describe what psychologists have found out about abnormal affect due to trauma. [8]

(b) Evaluate what psychologists have found out about abnormal affect due to trauma. [10]

(c) Giving reasons for your answer, suggest ways in which the effects of trauma, such as amnesia, can be reduced. [6]

16

Don’t panic!

Too much anxiety before an examination is bad. Before any examination:

- Don’t talk to others about their revision.
- Don’t think negatively.

And don’t run off down the corridor in a panic either!

(a) Describe what psychologists have found out about anxiety disorders. [8]

(b) Evaluate what psychologists have found out about anxiety disorders. [10]

(c) Giving reasons for your answer, suggest how anxiety disorders may be treated. [6]

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PSYCHOLOGY AND ORGANISATIONS

Answer **one** question from Section A and **one** question from Section B.

SECTION A

Answer **one** question from this section.

17 **(a)** Explain, in your own words, what is meant by the term ‘team building’. [2]

(b) Describe **one** theory of team roles. [3]

(c) Describe **two** ways in which team building can be achieved. [6]

18 **(a)** Explain, in your own words, what is meant by the term ‘management style’. [2]

(b) Outline **two** leadership styles. [6]

(c) Describe **one** study of leader-worker interaction. [3]

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SECTION B

Answer **one** question from this section.

19

Café menu

Employees can be motivated in many ways. Some companies have introduced 'café menu' benefit plans, where employees can select rewards from a list of alternatives.

(a) Describe what psychologists have discovered about motivation to work. [8]

(b) Evaluate what psychologists have discovered about motivation to work. [10]

(c) Using your psychological knowledge, suggest how the management of any company could increase performance through motivation. [6]

20

See the light

In the 1920s management increased the lighting levels in a factory and production increased. Management then increased the lighting levels even further and production again increased. Finally, management *decreased* the lighting levels and production increased!
The relationship between organisational work conditions and production is an interesting one.

(a) Describe what psychologists have discovered about organisational work conditions. [8]

(b) Evaluate what psychologists have discovered about organisational work conditions. [10]

(c) Giving reasons for your answer, suggest how the physical conditions of work environments can be improved. [6]

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