UNIVERSITY OF CAMBRIDGE INTERNATIONAL EXAMINATIONS
General Certificate of Education Advanced Level

PSYCHOLOGY **9698/33**

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

3 hours

Additional Materials: Answer Booklet/Paper

9621832675

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 'humanistic' approach to education. [2]

(b) Describe **two** ways in which the humanistic approach has been applied in education. [6]

(c) Describe **one** difference between the humanistic approach and another approach to education. [3]

2 **(a)** Explain, in your own words, what is meant by 'disruptive behaviour' in school. [2]

(b) Describe **one** type of disruptive behaviour. [3]

(c) Describe **one** way in which disruptive behaviour may be prevented and **one** way in which it may be corrected. [6]

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SECTION B

Answer **one** question from this section.

3

Brids and birds

Dyslexia is 'word blindness' which means that the dyslexic cannot 'see' the difference between different letters or the difference in the spelling of words. 'Discussion', 'diskutian' and 'disscussian' are all pronounced the same and look the same to the dyslexic.

(a) Describe what psychologists have discovered about special educational needs. [8]

(b) Evaluate what psychologists have discovered about special educational needs. [10]

(c) Giving reasons for your answer, suggest how **one** specific learning difficulty or disability may be overcome. [6]

4

A Curry recipe

Take some instructional preference, add it to cognitive personality style, add these to informational processing style, mix well to form an onion!

(a) Describe what psychologists have discovered about teaching and learning styles. [8]

(b) Evaluate what psychologists have discovered about teaching and learning styles. [10]

(c) Giving reasons for your answer, suggest how a teacher can manage individual differences in learning styles. [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 'density' and 'crowding'. [2]

(b) Describe **one** way in which density can be measured and **one** way in which crowding can be measured. [6]

(c) Describe **one** animal study on density and crowding. [3]

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

(b) Describe **one** way in which cognitive maps can be measured. [3]

(c) Describe **two** types of error commonly made when drawing cognitive maps. [6]

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SECTION B

Answer **one** question from this section.

7

Street Maps

An internet site provides on-line maps. A recent addition in some parts of the world is 'street maps' where actual photographs of roads, houses and people can be seen. Now everyone can invade my space!

(a) Describe what psychologists have learned about personal space. [8]

(b) Evaluate what psychologists have learned about personal space. [10]

(c) Giving reasons for your answer, suggest ways in which people can defend their primary territory. [6]

8

Help!

In the 1960s a study was conducted where a man fell over, screamed, and held his leg which began to bleed. Although the study deceived participants it did show a difference in the helping behaviour of those living in cities compared to those living in rural environments.

(a) Describe what psychologists have found out about architecture and behaviour. [8]

(b) Evaluate what psychologists have found out about architecture and behaviour. [10]

(c) Giving reasons for your answer, suggest what architectural design features would contribute to reducing crime. [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 'measuring stress'. [2]

(b) Describe **one** cause of stress. [3]

(c) Suggest **two** ways in which the cause of stress described in part **(b)** can be measured. [6]

10 **(a)** Explain, in your own words, what is meant by 'methods for promoting health'. [2]

(b) Describe **two** methods for promoting health that could be used in worksites. [6]

(c) Suggest **one** problem when promoting health in worksites. [3]

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SECTION B

Answer **one** question from this section.

11

Doctor, doctor

Doctor, doctor I think I am a bridge.
What's come over you?
Two cars, a truck and a bus!

Research has shown that many doctors and patients misunderstand what is being said.

(a) Describe what psychologists have learned about the patient-practitioner relationship. [8]

(b) Evaluate what psychologists have learned about the patient-practitioner relationship. [10]

(c) Giving reasons for your answer, suggest ways in which people can be encouraged to use health services. [6]

12

Why does pain exist?

- It can occur to avoid a serious injury developing; for example, picking up something hot then dropping it because of the pain.
- It can aid learning and help people to avoid harmful situations in the future.
- It limits activity to help recovery in damaged joints and muscles.

(a) Describe what psychologists have discovered about pain. [8]

(b) Evaluate what psychologists have discovered about pain. [10]

(c) Suggest how the pain experienced by a person in a hospital bed could be measured using psychological techniques. [6]

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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 'treatments for schizophrenia'. [2]

(b) Describe **one** type of schizophrenia. [3]

(c) Describe **one** explanation and **one** treatment for the type of schizophrenia described in part **(b)**. [6]

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

(b) Describe **one** explanation for obsessive-compulsive disorder. [3]

(c) Describe **one** treatment for obsessive-compulsive disorder and **one** treatment for an anxiety disorder. [6]

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SECTION B

Answer **one** question from this section.

15

Oh, not again

Research has shown that depression or mania is more likely to recur if a person:

- takes too much or too little medication
- has inconsistent sleep patterns
- cuts down on caffeine
- has inadequate stress management and poor lifestyle choices.

(a) Describe what psychologists have learned about abnormal affect. [8]

(b) Evaluate what psychologists have learned about abnormal affect. [10]

(c) Giving reasons for your answer, suggest ways in which abnormal affect can be treated. [6]

16

Avoid me!

P honophobia
H aemophobia
O dontophobia
B athophobia
I cthyophobia
A goraphobia

(a) Describe what psychologists have found out about abnormal avoidance and need. [8]

(b) Evaluate what psychologists have found out about abnormal avoidance and need. [10]

(c) Giving reasons for your answer, suggest how an abnormal need 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 'personnel screening'. [2]

(b) Describe **one** psychometric test used in personnel screening. [3]

(c) Describe **two** problems with psychometric tests used in personnel screening. [6]

18 **(a)** Explain, in your own words, what is meant by the 'communication process'. [2]

(b) Briefly describe **two** types of communication channel. [6]

(c) Describe **one** way in which communication flow could be improved. [3]

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SECTION B

Answer **one** question from this section.

19

I'm HRM

What am I? I'm workforce planning, recruitment, induction and orientation. I'm skills management, training and development. I'm personnel administration. I'm also wages or payroll, employee benefits and time management. I'm performance appraisal. I'm always very busy at work!

(a) Describe what psychologists have found out about human resource practices. [8]

(b) Evaluate what psychologists have found out about human resource practices. [10]

(c) You are a newly appointed human resource manager. Giving reasons for your answer, suggest what job analysis technique you will use in the company. [6]

20

Ergonomics

Ergonomics is derived from the Greek words *ergos* which means work and *nomos* meaning natural law. In its modern format, ergonomics is often defined as the science of matching the job to the worker and the product to the user.

(a) Describe what psychologists have found out about human factors in work design. [8]

(b) Evaluate what psychologists have found out about human factors in work design. [10]

(c) Giving reasons for your answer, suggest how safety in operator-machine systems can be improved. [6]

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