UNIVERSITY OF CAMBRIDGE INTERNATIONAL EXAMINATIONS
General Certificate of Education Advanced Level

PSYCHOLOGY **9698/31**

Paper 3 Specialist Choices **May/June 2012**

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. You must answer questions from **two** specialist options.
Answer the question in Section A.
Answer the question in Section B.
Answer **one** question in Section C.

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 **6** printed pages and **2** blank pages.

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Psychology and Education

Section A

Answer this question.

1 **(a)** Explain, in your own words, what is meant by 'behaviourist applications to learning'. [2]

(b) Describe **two** behaviourist applications to learning. [4]

Section B

Answer this question.

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

(b) Every person is a unique individual, particularly in relation to their educational needs. Evaluate what psychologists have discovered about special educational needs and include a discussion about individual differences. [12]

Section C

Answer **one** question.

3 Intelligence is measured with an intelligence test resulting in an IQ score. A test of emotional intelligence produces an EQ score.

(a) Describe **one** theory of emotional intelligence. [6]

(b) Suggest how you would test the reliability and validity of an emotional intelligence test. [8]

4 Imagine you are a teacher. Your students are sitting the examination very soon and you want to help them improve their learning effectively. You decide to try out two study skills to see which is the more effective.

(a) Describe **two** study skills that could improve learning effectiveness. [6]

(b) Suggest how you would investigate which study skill is the more effective for your students. [8]

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Psychology and Health

Section A

Answer this question.

5 **(a)** Explain, in your own words, what is meant by 'improving adherence' to medical requests. [2]

(b) Describe **two** ways in which practitioner style can improve adherence to medical requests. [4]

Section B

Answer this question.

6 **(a)** Describe what psychologists have learned about health and safety. [8]

(b) Psychological studies of health and safety may be interesting, but their usefulness is questionable. Evaluate what psychologists have learned about health and safety including a discussion of the usefulness of what has been found. [12]

Section C

Answer **one** question.

7 There are many specific health problems that are targeted by governments. But do they always use the correct method to promote health?

(a) Describe **one** study which has used the fear arousal technique. [6]

(b) Suggest a fear arousal strategy that could be used to promote health in relation to a specific problem. [8]

8 Jamal is a nurse who works in a hospital looking after long-stay patients who have pain following a major accident.

(a) Describe how Jamal could use a behavioural/observational technique, such as UAB, to record whether the pain of the long-stay patients is reducing. [6]

(b) Suggest how Jamal's observations of pain could be checked to see if they are correct. [8]

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Psychology and Environment

Section A

Answer this question.

9 **(a)** Explain, in your own words, what is meant by 'post traumatic stress disorder (PTSD)'. [2]

(b) Describe **two** events where it is known that survivors have suffered from post traumatic stress disorder. [4]

Section B

Answer this question.

10 **(a)** Describe what psychologists have learned about environmental cognition. [8]

(b) Our cognitive map is the image we have in our head. But there are different ways to study that image. Evaluate what psychologists have learned about environmental cognition and include a discussion of the methods used to study environmental cognition. [12]

Section C

Answer **one** question.

11 It has been decided to convert your local area into an 'Americanised public place' using community environmental design and you are going to help.

(a) Describe a study of community environmental design. [6]

(b) Suggest how you would adapt such studies to your local area. [8]

12 People who live close to you make too much noise and it is annoying you. You know that sound is measured in decibels, but you want to measure exactly how annoying the noise is.

(a) Describe psychological features that make noise annoying. [6]

(b) Suggest how you would measure how annoying the noise is. [8]

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Psychology and Abnormality

Section A

Answer this question.

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

(b) Using an example, describe what is meant by a compulsion. [4]

Section B

Answer this question.

14 **(a)** Describe what psychologists have discovered about phobias. [8]

(b) Some psychologists argue that phobias are learned just like any other behaviour. Evaluate what psychologists have discovered about phobias and include a discussion of the behaviourist explanation of phobias. [12]

Section C

Answer **one** question.

15 Ellis (1962) outlined Rational Emotive Therapy to treat depression, but he also believed it could help reduce stress.

(a) Describe the main features of rational emotive therapy. [6]

(b) Suggest how rational emotive therapy could be used to help students suffering from examination stress. [8]

16 You are a parent and recently your seventeen-year-old son has started to behave differently from usual. You have had money taken from your bag and you are concerned that he might be gambling. You are worried that he might become addicted to it.

(a) Describe the characteristics of addiction such as those outlined by Griffiths (1995). [6]

(b) Suggest how the characteristics of addiction apply to your son's behaviour. [8]

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Psychology and Organisations

Section A

Answer this question.

17 **(a)** Explain, in your own words, what is meant by 'selection interview'. [2]

(b) Describe structured and unstructured selection interviews. [4]

Section B

Answer this question.

18 **(a)** Describe what psychologists have discovered about group behaviour in organisations. [8]

(b) "If it applies to most people most of the time, then we need know nothing more." Evaluate what psychologists have discovered about group behaviour in organisations and include a discussion of the issue of generalisations. [12]

Section C

Answer **one** question.

19 The workers in your organisation deserve a reward because they have been working hard. You don't want to pay them extra because you believe that there is more to life than money. You decide to give them a number of non-monetary rewards.

(a) Suggest an appropriate non-monetary reward for your workers. Give reasons for your answer. [8]

(b) Describe how rewards fit into **one** theory of motivation. [6]

20 Both the Chernobyl (1986) and Three Mile Island (USA, 1979) nuclear power station accidents were caused by human error. Workers were on a rapid rotating shift system, specifically the 'graveyard' 10pm until 6am shift when the accidents happened. If you were the manager of such an organisation you would implement a very different shift system.

(a) Describe **one** rapid rotating shift system. [6]

(b) Suggest an alternative shift system that is likely to reduce human error. Give reasons for your answer. [8]

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