UNIVERSITY OF CAMBRIDGE INTERNATIONAL EXAMINATIONS
General Certificate of Education Advanced Subsidiary Level and Advanced Level

PSYCHOLOGY **9698/22**

Paper 2 Core Studies 2 **May/June 2013**

1 hour 30 minutes

Additional Materials: Answer Booklet/Paper

2229534639

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.

Answer **both** questions in Section A.
Answer **one** question in Section B.

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 **3** printed pages and **1** blank page.

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Section A (50 marks)

Answer **both** questions in this section.

1 Loftus and Pickrell conducted a laboratory experiment to investigate the formation of false memories. An alternative way to investigate this would be to conduct an investigation into false memories using the case study method.

(a) Describe the case study as a research method. [5]

(b) Design an alternative study to the Loftus and Pickrell study as a case study and describe how it could be conducted. [10]

(c) Evaluate this alternative way of studying false memories in practical and ethical terms. [10]

2 Haney, Banks and Zimbardo (prison simulation) investigated the effect of social roles on behaviour.

(a) What is meant by qualitative data? [2]

(b) Describe **one** qualitative finding from Haney, Banks and Zimbardo's study. [3]

(c) Discuss the strengths and weaknesses of investigating behaviour using qualitative data. Use Haney, Banks and Zimbardo's study as an example. [10]

(d) Discuss the extent to which the findings of Haney, Banks and Zimbardo's study can be applied to everyday life. [10]

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Section B (20 marks)

Answer **one** question from this section.

3 **(a)** Outline what is meant by the 'social approach' in psychology. [2]

Using the studies from the list below, answer the questions which follow.

Milgram (obedience)
Piliavin et al (subway Samaritans)
Tajfel (intergroup categorisation)

(b) Describe how data were collected in each of these studies. [9]

(c) What problems may psychologists have when investigating social behaviour? [9]

4 **(a)** Outline what is meant by the term 'quantitative data'. [2]

Using the studies from the list below, answer the questions which follow.

Dement and Kleitman (sleep and dreaming)
Mann et al (lying)
Langlois et al (infant facial preference)

(b) Describe how the quantitative data were collected in each of these studies. [9]

(c) What problems may psychologists have when they collect quantitative data? [9]

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