UNIVERSITY OF CAMBRIDGE INTERNATIONAL EXAMINATIONS
General Certificate of Education Advanced Level

PSYCHOLOGY **9698/32**

Paper 3 The Specialist Choices **May/June 2013**

3 hours

Additional Materials: Answer Booklet/Paper

6461770315

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.

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Psychology and Education

Section A

Answer this question.

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

(b) Describe **one** humanistic application to learning. [4]

Section B

Answer this question.

2 **(a)** Describe what psychologists have found out about motivation and educational performance. [8]

(b) "I'm unique, but I like praise just like everyone else." Evaluate what psychologists have found out about motivation and educational performance and include a debate about how different perspectives view motivation. [12]

Section C

Answer **one** question.

3 Psychological evidence supports many different strategies for educating children with special needs. I want to know which is best for educating my gifted child.

(a) Suggest how you would investigate which educational strategy is best for a child who is gifted. [8]

(b) Describe the psychological evidence on which your suggested strategy is based. [6]

4 You have devised a new intelligence test. You test it on some friends but they say that it gives a very different IQ score from the official test done by the school. One friend complains that the score she got three weeks ago on your test has now gone down by 20 points.

(a) Suggest how you could test the reliability and validity of your intelligence test. [8]

(b) Describe what is meant by reliability and validity in relation to intelligence tests. [6]

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Psychology and Health

Section A

Answer this question.

5 **(a)** Explain, in your own words, what is meant by 'alternative techniques' to manage pain. [2]

(b) Describe **two** alternative techniques that can be used to manage pain. [4]

Section B

Answer this question.

6 **(a)** Describe what psychologists have discovered about health promotion. [8]

(b) "Here today, gone tomorrow." Evaluate what psychologists have discovered about health promotion and include a discussion about snapshot laboratory experiments to promote health. [12]

Section C

Answer **one** question.

7 At the end of a consultation with their medical practitioner, people often say that they will take all their prescribed medication. But there is a difference between what people say and what they do.

(a) Suggest how data could be gathered on whether people will actually do what they say they will do. [8]

(b) Explain the reasons for your choice of research method in part **(a)**. [6]

8 "To be or not to be" wrote Shakespeare. "Type A or not type B" wrote Friedman and Rosenman in relation to stress.

(a) Suggest how you would measure whether personality type causes stress. [8]

(b) Describe the personality explanation as a cause or source of stress. [6]

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Psychology and Environment

Section A

Answer this question.

9 **(a)** Explain, in your own words, what is meant by the 'contagion' explanation of behaviour during emergency events. [2]

(b) Describe Le Bon's contagion explanation of behaviour during emergency events. [4]

Section B

Answer this question.

10 **(a)** Describe what psychologists have found out about noise. [8]

(b) "We have control but no ecological validity." Evaluate what psychologists have found out about noise and include a debate about the extent to which studies conducted in a laboratory apply to everyday life. [12]

Section C

Answer **one** question.

11 Invading personal space is unethical. We know this because studies have shown that when space is invaded people will leave a situation earlier than if their space is not invaded. Studies never investigate how people *feel* when their space is invaded.

(a) Suggest how you could gather data on how people feel when their personal space is invaded. [8]

(b) Give **two** reasons why invading personal space is unethical. [6]

12 You have heard that people living in cities behave more negatively compared to those from rural communities. It is said that this is because people in a city suffer from 'social overload' whereas those in rural communities do not.

(a) Suggest how you would conduct a study to investigate the social overload theory. [8]

(b) Describe the theory and effects of social overload. [6]

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Psychology and Abnormality

Section A

Answer this question.

13 **(a)** Explain, in your own words, what is meant by 'biochemical treatments for schizophrenia'. [2]

(b) Using examples, describe **two** biochemical treatments for schizophrenia. [4]

Section B

Answer this question.

14 **(a)** Describe what psychologists have discovered about models of abnormality. [8]

(b) "Maybe it is a bit of both?" Evaluate what psychologists have discovered about models of abnormality, including a discussion of the nature-nurture debate. [12]

Section C

Answer **one** question.

15 After electro-convulsive therapy (ECT) many patients report memory loss. However, the evidence for this is not conclusive.

(a) Describe the main features of electro-convulsive therapy. [6]

(b) Suggest how you would investigate the long-term effectiveness of electro-convulsive therapy. [8]

16 Some people have obsessions, some have compulsions and some have both obsessions and compulsions. As a Clinical Psychologist diagnosing a new patient you will need to decide which of these the patient has before choosing the treatment.

(a) Suggest how you decide whether the patient has obsessions, compulsions, or obsessions and compulsions. [8]

(b) Describe the use of drug therapy for the treatment of obsessive/compulsive disorder. [6]

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Psychology and Organisations

Section A

Answer this question.

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

(b) Describe **two** strategies to avoid groupthink. [4]

Section B

Answer this question.

18 **(a)** Describe what psychologists have found out about the selection of people for work. [8]

(b) "Are you an FJA? I'm a PAQ man myself." Evaluate what psychologists have found out about the selection of people for work and include comparisons and contrasts between competing models of personnel decision-making. [12]

Section C

Answer **one** question.

19 The Vroom and Yetton normative decision theory includes what is known as *decision acceptance* which is the degree to which a follower accepts a decision made by a leader.

(a) Suggest a strategy to find out whether followers really have accepted a leadership decision. [8]

(b) Describe the Vroom and Yetton normative decision theory. [6]

20 Correct lighting is important in any work environment and psychologists often debate the importance of brightness and colour in the environment. The colour of lighting may increase production, for example.

(a) Suggest how you could conduct a field experiment to determine whether the colour of lighting increases production. [8]

(b) Describe what psychologists know about any **two** physical work conditions. [6]

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