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

PSYCHOLOGY **9698/22**

Paper 2 The Core Studies 2 **October/November 2010**

1 hour 30 minutes

Additional Materials: Answer Booklet/Paper

7260557869

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.

Section A
Answer **all** questions.
Section B
Answer any **one** question.

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 (20 marks)

Answer **all** questions in this section.

1 From the study by Hraba and Grant (doll choice) on racial preference:

(a) Give **two** questions that were asked in this study. [2]

(b) Outline **one** way in which asking these questions lacked ecological validity. [2]

2 Raine, Buchsbaum and LaCasse (brain scans) used standardised procedures to control their study.

(a) Outline **one** control used in this study. [2]

(b) Explain the effect of this control on the validity of the study. [2]

3 In the study by Haney, Banks and Zimbardo (prison simulation) a number of different explanations are given for the guards' and prisoners' behaviour.

(a) Outline **one** situational explanation for the participants' behaviour in this study. [2]

(b) Outline **one** individual explanation for the participants' behaviour in this study. [2]

4 In the study by Samuel and Bryant on conservation, results were gathered on the cognitive ability of the children.

(a) Describe **one** way in which quantitative data were collected in this study. [2]

(b) Explain **one** problem with quantitative data in this study. [2]

5 From the study by Sperry (split brain):

(a) Outline **one** technique used by Sperry to present information to only one side of the brain. [2]

(b) Explain why it is difficult to make generalisations from the data in this study. [2]

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Section B (30 marks)

Answer **one** question only from this section.

6 The environment or setting used in psychological studies sometimes relates to everyday life.

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

Milgram (obedience)
Piliavin, Rodin and Piliavin (subway Samaritans)
Schachter and Singer (emotion)
Bandura, Ross and Ross (aggression)

(a) Describe the environment used in each of these studies. [10]

(b) What problems do psychologists have when studying everyday life? [10]

(c) Is it ever possible to create an ethical environment in which to study human behaviour? Give reasons for your answer. [10]

7 The cognitive approach in psychology looks at cognitive processes such as person perception and picture perception, memory and language.

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

Deregowski (picture perception)
Baron-Cohen, Leslie and Frith (autism)
Loftus and Palmer (eyewitness testimony)
Gardner and Gardner (project Washoe)

(a) Outline the cognitive processes that were investigated in each of these studies. [10]

(b) What problems may psychologists experience when they study cognitive processes? [10]

(c) 'The human mind is like a black box that is impossible to ever truly understand.' To what extent do you agree with this statement? Give reasons for your answer. [10]

8 Qualitative data are descriptive. Quantitative data are numerical.

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

Thigpen and Cleckley (multiple personality disorder)
Freud (little Hans)
Dement and Kleitman (sleep and dreaming)
Rosenhan (sane in insane places)

(a) Outline how qualitative data were collected in each of these studies. [10]

(b) What are the strengths and weaknesses of qualitative data? [10]

(c) Discuss the extent to which qualitative data can explain human behaviour. Give reasons for your answer. [10]

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