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

PSYCHOLOGY **9698/23**

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

1 hour 30 minutes

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.

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 Explain **one** way in which the Milgram study on obedience is similar to everyday life and **one** way in which it is different. [4]

2 The study by Schachter and Singer on emotion consisted of a number of different groups.

(a) Briefly describe the 'misinformed group'. [2]

(b) Explain **one** ethical guideline that was met with this group. [2]

3 The study by Freud on little Hans provides evidence about the nature-nurture debate.

(a) Outline how this study supports the nurture argument. [2]

(b) Outline how this study supports the nature argument. [2]

4 From the study by Baron-Cohen, Leslie and Frith (autism):

(a) Describe **two** features of the sample used in this study. [2]

(b) Describe **one** problem with making generalisations from this study. [2]

5 Tajfel conducted a study on intergroup categorisation:

(a) Give **one** example of ethnocentric bias shown in this study. [2]

(b) Explain why it is difficult for a psychologist to conduct psychological research without ethnocentric bias. [2]

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Section B (30 marks)

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

6 Individual differences between characteristics such as personality and intelligence make a person unique.

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

Gould (intelligence testing)
Hraba and Grant (doll choice)
Rosenhan (sane in insane places)
Thigpen and Cleckley (multiple personality disorder)

(a) Outline what each study tells us about individual differences. [10]

(b) What problems may psychologists have when they study individual differences? [10]

(c) 'No person is unique.' To what extent do you agree with this statement? Give reasons for your answer. [10]

7 Some psychological studies produce findings which are useful to society.

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

Bandura, Ross and Ross (aggression)
Loftus and Palmer (eyewitness testimony)
Raine, Buchsbaum and LaCasse (brain scans)
Gardner and Gardner (project Washoe)

(a) Outline what each of these studies tells us that is useful. [10]

(b) What problems may psychologists have when they try to conduct useful research? [10]

(c) 'Psychological research should only be carried out if it is going to create useful applications.' To what extent do you agree with this statement? Give reasons for your answer. [10]

8 Quantitative data are numerical. Qualitative data are descriptive.

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

Samuel and Bryant (conservation)
Haney, Banks and Zimbardo (prison simulation)
Dement and Kleitman (sleep and dreaming)
Piliavin, Rodin and Piliavin (subway Samaritans)

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

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

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

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