UNIVERSITY OF CAMBRIDGE INTERNATIONAL EXAMINATIONS
General Certificate of Education Advanced Level

PSYCHOLOGY **9698/31**

Paper 3 The Specialist Choices **October/November 2010**

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. Choose **two** options and answer questions from those two options only.
In each option there are **two** sections:
Section A
Answer **one** question for each of your chosen options.
Section B
Answer **one** question for each of your chosen options.

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

Answer **one** question from Section A and **one** question from Section B.

SECTION A

Answer **one** question from this section.

1 **(a)** Explain, in your own words, what is meant by the term 'learned helplessness' in education. [2]

(b) Describe **one** example of learned helplessness. [3]

(c) Describe **two** ways in which motivation in a classroom can be improved. [6]

2 **(a)** Explain, in your own words, what is meant by 'creating better environmental conditions for learning'. [2]

(b) Describe **one** study which showed how the physical features of a learning environment affected the performance of children. [3]

(c) Describe **two** ways in which environmental conditions for learning can be improved. [6]

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SECTION B

Answer **one** question from this section.

3

Mr Wechsler

In 1939 David Wechsler created the WAIS, an intelligence test for adults. A few years later he created the WISC, the Wechsler Intelligence Scale for Children, for use in schools.

(a) Describe ways in which educational performance is assessed in schools. [8]

(b) Evaluate ways in which educational performance is assessed in schools. [10]

(c) Imagine you are the parent of a child with a specific learning difficulty. Giving reasons for your answer, suggest ways in which you expect the educational performance of your child to be assessed. [6]

4

The bigger picture

"Statements about girls performing better than boys, or boys performing better than girls, should never be made without considering the individual, his or her schooling and the wider society in which he or she lives."

(a) Describe what has been found out about individual differences in educational performance. [8]

(b) Evaluate what has been found out about individual differences in educational performance. [10]

(c) Imagine you are a school teacher. Giving reasons for your answer, suggest how you could improve the performance of a group of children who are performing poorly at school. [6]

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[Turn over

PSYCHOLOGY AND ENVIRONMENT

Answer **one** question from Section A and **one** question from Section B.

SECTION A

Answer **one** question from this section.

5 **(a)** Explain, in your own words, what is meant by the term 'crowd behaviour'. [2]

(b) Describe **two** ways in which crowds can behave in emergency situations. [6]

(c) Describe **one** way in which problems may be prevented in emergency situations. [3]

6 **(a)** Explain, in your own words, what is meant by 'psychological intervention after technological catastrophe'. [2]

(b) Describe **one** technological catastrophe. [3]

(c) Describe **one** way in which psychologists can help *before* a technological catastrophe and **one** way in which they can help *after*. [6]

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SECTION B

Answer **one** question from this section.

7

Be quiet or else!

A man was very frustrated with his noisy neighbours. They were noisy day and night and he couldn't cope any longer. In frustration he got a gun, went to the house next door and shot the neighbours. He now has the noise of prison.

(a) Describe what psychologists have learned about the effects of noise. [8]

(b) Evaluate what psychologists have learned about the effects of noise. [10]

(c) Noise has a negative effect on health. Giving reasons for your answer, suggest ways in which this negative effect can be reduced. [6]

8

The fence

Theories state that if the architecture of a property does not allow a zone of territorial influence to be created, then it is much more likely to be vandalised. All people have to do to help defend their property is to create such a zone by putting up a fence around their property.

(a) Describe what psychologists have learned about architecture and behaviour. [8]

(b) Evaluate what psychologists have learned about architecture and behaviour. [10]

(c) Using your psychological knowledge suggest what features would contribute to a successful community environmental design. [6]

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PSYCHOLOGY AND HEALTH

Answer **one** question from Section A and **one** question from Section B.

SECTION A

Answer **one** question from this section.

9 **(a)** Explain, in your own words, what is meant by the term ‘health promotion in communities’. [2]

(b) Outline **one** school health promotion study and **one** worksite health promotion study. [6]

(c) Describe **one** community campaign to promote health in relation to a specific problem. [3]

10 **(a)** Explain, in your own words, what is meant by the term ‘health belief model’. [2]

(b) Describe **two** health belief models. [6]

(c) Describe **one** health enhancing behaviour. [3]

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SECTION B

Answer **one** question from this section.

11

Tears for fears?



(a) Describe what psychologists have learned about pain. [8]

(b) Evaluate what psychologists have learned about pain. [10]

(c) Giving reasons for your answer, suggest how pain can be measured in children. [6]

12

Are you accident prone?

According to one study, you are accident prone if:
- you lack conscientiousness and social responsibility
- you are aggressive or self-centred
- you cannot learn from experience and are closed to suggestion from others.

(a) Describe what psychologists have found out about health and safety. [8]

(b) Evaluate what psychologists have found out about health and safety. [10]

(c) Giving reasons for your answer, suggest how safety behaviour at work could be improved. [6]

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PSYCHOLOGY AND ABNORMALITY

Answer **one** question from Section A and **one** question from Section B.

SECTION A

Answer **one** question from this section.

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

(b) Describe **two** explanations for anxiety disorders. [6]

(c) Describe **one** way in which anxiety disorders may be treated. [3]

14 **(a)** Explain, in your own words, what is meant by the term 'explanations of abnormal affect'. [2]

(b) Describe **two** types of abnormal affect. [6]

(c) Describe **one** explanation for abnormal affect. [3]

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SECTION B

Answer **one** question from this section.

15

What is new?

The diagnostic and statistical manual (DSM) was first published in 1952.
It provides diagnostic criteria for mental disorders.
There have been five revisions since 1952.
The latest version, DSM-V is due for publication in May 2012.

(a) Describe what psychologists have discovered about classifying and diagnosing abnormality. [8]

(b) Evaluate what psychologists have discovered about classifying and diagnosing abnormality. [10]

(c) Giving reasons for your answer, suggest problems in defining and diagnosing abnormality. [6]

16

Kleptomania

I'm not delusional,
I steal things just for fun.
I don't even need it all,
It's the thrill of take and run!

(a) Describe what psychologists have found out about abnormal avoidance and need. [8]

(b) Evaluate what psychologists have found out about abnormal avoidance and need. [10]

(c) Giving reasons for your answer, suggest how abnormal avoidance may be treated. [6]

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PSYCHOLOGY AND ORGANISATIONS

Answer **one** question from Section A and **one** question from Section B.

SECTION A

Answer **one** question from this section.

17 **(a)** Explain, in your own words, what is meant by 'psychological conditions of work environments'. [2]

(b) Briefly describe **one** physical condition and **one** psychological condition of a work environment. [6]

(c) Describe **one** way in which the psychological conditions of work environments could be improved. [3]

18 **(a)** Explain, in your own words, what is meant by the term 'workspace design'. [2]

(b) Give **one** example of an operator-machine system where workspace design is important. [3]

(c) Suggest **two** ways in which errors in operator-machine systems can be reduced. [6]

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SECTION B

Answer **one** question from this section.

19

Don’t try this at home

People will try anything to get workers to work harder. Those from the transhumanist movement believe that workers should be given ‘smart drugs’, known as ‘motivation-enhancers’.

(a) Describe what psychologists have discovered about motivation to work. [8]

(b) Evaluate what psychologists have discovered about motivation to work. [10]

(c) Using your psychological knowledge, suggest how the management of a company could increase performance through motivation. [6]

20

Horizontal or vertical strain?

Conflict in organisations can be of two types:

- **Horizontal** involves competition between functions, such as sales versus production, or research and development versus engineering.
- **Vertical** involves competition between hierarchical levels, such as management and workers.

(a) Describe what psychologists have found out about group behaviour in organisations. [8]

(b) Evaluate what psychologists have found out about group behaviour in organisations. [10]

(c) Using your psychological knowledge, suggest ways in which group conflict can be managed. [6]

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