UNIVERSITY OF CAMBRIDGE INTERNATIONAL EXAMINATIONS
General Certificate of Education Advanced Level

PSYCHOLOGY **9698/32**

Paper 3 The Specialist Choices **October/November 2011**

3 hours

Additional Materials: Answer Booklet/Paper

6648622253

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.

This document consists of **11** printed pages and **1** blank page.

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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 'individual differences in educational performance'. [2]

(b) Describe **one** cultural difference and **one** gender difference in educational performance. [6]

(c) Give **one** explanation for **either** a cultural difference **or** a gender difference in educational performance. [3]

2 **(a)** Explain, in your own words, what is meant by 'preventive strategy' for disruptive behaviour. [2]

(b) Describe **one** type of disruptive behaviour and **one** cause for this type of disruptive behaviour. [6]

(c) Describe **one** way in which a disruptive behaviour may be prevented. [3]

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SECTION B

Answer **one** question from this section.

3

3.14159265358979323846

Pie.
I wish I could calculate pi
eureka cried the great inventor
wonderful pudding, excellent pie
is the problem's very centre

(a) Describe what psychologists have found out about teaching and learning styles. [8]

(b) Evaluate what psychologists have found out about teaching and learning styles. [10]

(c) Giving reasons for your answer, suggest how a teacher can improve the learning effectiveness of psychology students by using study skills. [6]

4

Blue is the colour

Research by Stone (2001) found that when reading and doing maths tasks, performance was much better in a blue educational environment than in a red one. No red classrooms!

(a) Describe what psychologists have found out about the design and layout of educational environments. [8]

(b) Evaluate what psychologists have found out about the design and layout of educational environments. [10]

(c) A team of designers is about to make changes to a classroom for young children. Giving reasons for your answer, suggest what changes the team could make to the classroom to create a better learning environment. [6]

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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 'controlling crowds'. [2]

(b) Describe **one** type of crowd. [3]

(c) Describe **one** way in which problems may be prevented in emergency situations and describe **one** way in which crowds can be controlled in emergency situations. [6]

6 **(a)** Explain, in your own words, what is meant by 'environmental cognition'. [2]

(b) Describe **one** way in which cognitive maps can be measured and describe **one** type of error commonly made when drawing cognitive maps. [6]

(c) Describe **one** individual difference in environmental cognition. [3]

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SECTION B

Answer **one** question from this section.

7

Shoe shopping

In a study by Mackintosh it was discovered that crowds do affect behaviour.
Ability to focus on the task itself was not affected, which was shopping for shoes.
It was ability to recall aspects of the crowded shoe shop itself that was affected.

(a) Describe what psychologists have learned about density and crowding. [8]

(b) Evaluate what psychologists have learned about density and crowding. [10]

(c) Giving reasons for your answer, suggest what may be done to cope with the effects of crowding. [6]

8

Posted on the internet

I'm a first year student at university.
I have a theory: human behaviour (physical, mental and psychological) is largely affected by the built environment around us.
Can you help me support this theory?

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

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

(c) Using your psychological knowledge, suggest what features would contribute to a successful urban renewal and housing design project. [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 'improving adherence to medical advice'. [2]

(b) Outline **two** reasons why people may not adhere to medical advice. [6]

(c) Outline **one** way in which adherence to medical advice can be improved. [3]

10 **(a)** Explain, in your own words, what is meant by the term 'measuring stress'. [2]

(b) Describe **two** studies where stress was measured psychologically. [6]

(c) Describe **one** study where stress was measured physiologically. [3]

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SECTION B

Answer **one** question from this section.

11

WHO

According to the World Health Organisation, of the 56 million global deaths each year 40% are due to just ten preventable factors. These ten factors are: childhood and maternal underweight; unsafe sex; high blood pressure; tobacco; alcohol; unsafe water, poor sanitation and hygiene; high cholesterol; indoor smoke from solid fuels; iron deficiency and overweight/obesity.

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

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

(c) Using psychological evidence, suggest a health promotion campaign to overcome a health problem of your choice. [6]

12

Bucklebear

"Hi, I'm Bucklebear!"
"I enjoy serving the safety needs of kids and families everywhere."
Created in 1982, Bucklebear was used to motivate young children to be more aware of safety when they travel.

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

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

(c) Giving reasons for your answer, suggest how safety behaviours could be promoted in schools. [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 'medical model of abnormality'. [2]

(b) Describe the assumptions of the medical model of abnormality. [3]

(c) Describe **two** medical treatments for abnormalities. [6]

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

(b) Outline the characteristics of **one** abnormal need. [3]

(c) Give **one** explanation for, and **one** way of overcoming, kleptomania. [6]

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SECTION B

Answer **one** question from this section.

15

The voices

They sound very real.
They can talk to you or about you.
They can say pleasant things or they can be rude.
They are auditory hallucinations, a common symptom of schizophrenia.

(a) Describe what psychologists have discovered about schizophrenia. [8]

(b) Evaluate what psychologists have discovered about schizophrenia. [10]

(c) You are a behaviourist. Giving reasons for your answer, suggest how the behaviour of a person with schizophrenia may be modified. [6]

16

What can I treat?

MAOIs
SSRIs
SNRIs
Tricyclics

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

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

(c) Giving reasons for your answer, suggest ways in which abnormal affect can be treated in non-medical ways. [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 the term 'theory of leadership'. [2]

(b) Describe **one** theory of leadership. [3]

(c) Describe **one** management style and **one** leadership style. [6]

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

(b) Briefly describe **one** theory of motivation and suggest **one** way in which motivation at work can be improved. [6]

(c) Give **one** reason why motivation and performance are not always related. [3]

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SECTION B

Answer **one** question from this section.

19

The Group Process

Forming
Storming
Norming
Performing
Adjourning

(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) Giving reasons for your answer, suggest ways in which team roles and team building can be improved. [6]

20

Interpersonal communication?

Knock knock
"Who's there?"
"The manager!"
"The manager who?"
"The manager who knows that you are not working!"

(a) Describe what psychologists have found out about interpersonal communication systems. [8]

(b) Evaluate what psychologists have found out about interpersonal communication systems. [10]

(c) Giving reasons for your answer, suggest strategies that can improve communication flow from workers to management. [6]

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