UNIVERSITY OF CAMBRIDGE INTERNATIONAL EXAMINATIONS
General Certificate of Education Advanced Level

PSYCHOLOGY **9698/31**

Paper 3 Specialist Choices **October/November 2012**

3 hours

Additional Materials: Answer Booklet/Paper

4304143745

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 'improving learning effectiveness'. [2]

(b) Describe the PQRST study skill. [4]

Section B

Answer this question.

2 **(a)** Describe what psychologists have found out about perspectives on learning. [8]

(b) We have theory and we have the real world. Evaluate what psychologists have found out about different perspectives on learning and include a discussion of applications to education. [12]

Section C

Answer **one** question.

3 There is a student in your class who has dyslexia. You know this because she spells the word discussion in three different ways: diskutian, discussian and disckussion. When you ask her about it, she reads and says each one in exactly the same way.

(a) Describe **one** specific technique to help children overcome their dyslexia. [6]

(b) Children may receive specific help for their dyslexia, but they also need to be educated generally. Suggest an appropriate strategy for educating children with special needs. [8]

4 Imagine you teach psychology and your students have to calculate statistical tests. One student just looks at the numbers without trying and says "I can't do maths". He appears to have what is called 'learned helplessness'.

(a) Describe **one** theory which explains why we attribute causes to behaviour. [6]

(b) Suggest how negative attributions, such as learned helplessness, can be changed. [8]

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Psychology and Health

Section A

Answer this question.

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

(b) Describe the gate control theory of pain proposed by Melzack. [4]

Section B

Answer this question.

6 **(a)** Describe what psychologists have learned about adherence to medical advice. [8]

(b) "We can count the number of pills in the bottle, but all it tells us is how many are left." Evaluate what psychologists have learned about adherence to medical advice, discussing the use of quantitative and qualitative data. [12]

Section C

Answer **one** question.

7 One of your friends is stressed and you decide to measure both the level and cause of his stress.

(a) Describe **one** study which has measured stress physiologically. [6]

(b) Physiological measures determine the level of stress. Suggest a measure to find out the cause of stress. [8]

8 Students studying science in a school laboratory are having too many accidents. You want to find a way to reduce the number of accidents.

(a) Suggest a strategy to help reduce accidents in the school science laboratory. [8]

(b) Outline the theory on which your suggestion is based. [6]

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Psychology and Environment

Section A

Answer this question.

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

(b) Describe **one** investigation into the design of **either** a gambling casino **or** a shopping mall environment. [4]

Section B

Answer this question.

10 **(a)** Describe what psychologists have learned about environmental cognition. [8]

(b) Laboratory experiments have control, but they may lack ecological validity. Evaluate what psychologists have learned about environmental cognition, debating the ecological validity of ways in which environmental cognition has been studied. [12]

Section C

Answer **one** question.

11 Noise affects many different behaviours such as helping, performance and health. You decide to conduct a laboratory investigation into the effects of noise on helping (pro-social) behaviour.

(a) Describe **one** laboratory study which has investigated the effects of noise on pro-social behaviour. [6]

(b) Suggest what variables should be controlled, and why, in any investigation into the effects of noise on pro-social behaviour. [8]

12 A train company has asked you for help in reducing the effects of crowding on busy trains. You suggest that people should read a book, but the train company wants evidence that this will work. You need to provide them with evidence.

(a) Describe how psychologists can prevent crowding by using visual escapes. [6]

(b) Suggest how you could investigate the effectiveness of a visual escape, such as a book, on crowded public transport. [8]

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Psychology and Abnormality

Section A

Answer this question.

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

(b) Describe **one** way in which addiction has been defined (e.g. Griffiths, 1995). [4]

Section B

Answer this question.

14 **(a)** Describe what psychologists have found out about abnormal affect. [8]

(b) "We should reduce complex behaviours to simple components to study them more easily." Evaluate what psychologists have found out about abnormal affect including a discussion about the reductionist nature of explanations. [12]

Section C

Answer **one** question.

15 You have just got a job working in a home for people who have schizophrenia. They all take their medication but you want to get them to change their behaviour so they interact more with staff and other patients. You decide to devise a token economy programme.

(a) Describe the approach on which the token economy programme is based. [6]

(b) Suggest how you would use a token economy programme for the schizophrenic patients in your care. [8]

16 Psychologists often devise questionnaires to assess mental problems.

(a) Describe **one** way in which obsessive compulsive disorder has been measured using a questionnaire. [6]

(b) Suggest an alternative way in which obsessive compulsive disorder can be measured **without** using a questionnaire. [8]

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Psychology and Organisations

Section A

Answer this question.

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

(b) Describe McClelland's need theory of motivation. [4]

Section B

Answer this question.

18 **(a)** Describe what psychologists have found out about satisfaction at work. [8]

(b) "Questionnaires are like doors. They are either open or closed." Evaluate what psychologists have found out about satisfaction at work and include a discussion of the use of questionnaires to measure job satisfaction. [12]

Section C

Answer **one** question.

19 Workers in your factory have complained that the loud noise of their working environment is affecting their concentration. You decide to conduct an experiment to find out.

(a) Suggest an experiment to discover whether noise affects the workers' concentration. [8]

(b) Describe evidence showing **two** effects of physical working conditions on workers. [6]

20 Conflict can be good for an organisational group and can result in better decisions and satisfied group members, but only if it is managed appropriately.

(a) Suggest how you would manage a group to reduce group conflict if you were leader. [8]

(b) Outline the theory on which your suggestion is based. [6]

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