UNIVERSITY OF CAMBRIDGE INTERNATIONAL EXAMINATIONS
General Certificate of Education Advanced Level

PSYCHOLOGY **9698/33**

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

3 hours

Additional Materials: Answer Booklet/Paper

7792745718

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.

This document consists of **6** printed pages and **2** blank pages.

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Psychology and Education

Section A

Answer this question.

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

(b) Describe **one** behaviour modification technique. [4]

Section B

Answer this question.

2 **(a)** Describe what psychologists have discovered about intelligence. [8]

(b) Intelligence is often said to be what intelligence tests measure. Evaluate what psychologists have discovered about intelligence and include a discussion of psychometric testing. [12]

Section C

Answer **one** question.

3 Children can be gifted in many ways. The problem is how to know whether they are truly gifted, very good or just had a lucky day. You could ask a teacher for his or her opinion, but a different teacher might give a conflicting view. What we need is a teacher consistency test!

(a) Suggest how you could test teacher accuracy in assessing giftedness. [8]

(b) Describe different types and definitions of giftedness. [6]

4 Chrissy has passed her examination achieving a grade A, but Charlie has failed his. Charlie is demotivated and is considering giving up his studies.

(a) Suggest **one** way in which Charlie's motivation can be improved. [8]

(b) Describe the assumptions of the approach to education on which your suggestion is based. [6]

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Psychology and Health

Section A

Answer this question.

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

(b) Describe the general adaptation syndrome (GAS model) proposed by Selye. [4]

Section B

Answer this question.

6 **(a)** Describe what psychologists have discovered about health promotion. [8]

(b) "If we scare people enough they will change their behaviour." Evaluate what psychologists have discovered about health promotion and include a discussion of the ethics of health promotions. [12]

Section C

Answer **one** question.

7 If I'm in pain, such as when I trap my finger in a door, all I have to do is to think of my favourite food, pizza, and the pain goes away!

(a) Devise a cognitive strategy for reducing acute pain that could be used by anyone. [8]

(b) Explain the theory that would enable your strategy to work. [6]

8 You have been invited to work as a researcher on non-verbal interpersonal skills in medical practitioners. The research question is simply to discover which non-verbal skills the practitioner you are observing uses most often.

(a) Suggest an appropriate way to observe the medical practitioner. [8]

(b) Describe why we have non-verbal communication and outline **one** study which has investigated non-verbal communication. [6]

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Psychology and Environment

Section A

Answer this question.

9 **(a)** Explain, in your own words, what is meant by 'positive uses of sound (music)'. [2]

(b) Describe **two** studies which have investigated the effect of music on consumer behaviour. [4]

Section B

Answer this question.

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

(b) "Rats and humans: same or different?" Evaluate what psychologists have learned about density and crowding including a discussion of the usefulness of animals in psychological research. [12]

Section C

Answer **one** question.

11 It is said that women cannot read maps and make lots of errors using them. Is this true or not? As psychologists we need to investigate before drawing any conclusion.

(a) Suggest how you might investigate differences between males and females in the errors they make when drawing sketch maps. [8]

(b) Using examples, describe the types of errors typically made when drawing sketch maps. [6]

12 Edward Hall outlined personal space zones, but he didn't investigate alpha and beta personal space.

(a) Describe the difference between alpha and beta personal space and describe the stop-distance method. [6]

(b) Suggest how you could investigate beta personal space using the stop-distance method to gather **qualitative** data. [8]

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Psychology and Abnormality

Section A

Answer this question.

13 **(a)** Explain, in your own words, what is meant by 'type of schizophrenia'. [2]

(b) Describe **two** types of schizophrenia. [4]

Section B

Answer this question.

14 **(a)** Describe what psychologists have discovered about models of abnormality. [8]

(b) There are a number of different models of abnormality, each with strengths and weaknesses. Evaluate what psychologists have discovered about models of abnormality including a discussion about competing models. [12]

Section C

Answer **one** question.

15 You are a behaviourist and you treat alcoholics using aversion therapy.

(a) Describe how you would treat alcoholics using aversion therapy. [6]

(b) Suggest how you would assess the effectiveness of your treatment programme. [8]

16 Victor gets up at 4am to go to school because he has to wash and then wash again because he does not feel clean. Then Victor washes again and again. Victor has obsessive-compulsive disorder (OCD) which involves obsessions (thoughts) and compulsions (behaviours).

(a) Suggest a suitable treatment for Victor that would target both obsessions and compulsions. [8]

(b) Describe the assumptions of the approach or model on which your suggested treatment is based. [6]

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Psychology and Organisations

Section A

Answer this question.

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

(b) Describe **two** explanations of group development. [4]

Section B

Answer this question.

18 **(a)** Describe what psychologists have discovered about the selection of people for work. [8]

(b) "We want to give the job to the best applicant." Evaluate what psychologists have discovered about the selection of people for work and include a discussion of the strengths and weaknesses of the interview method. [12]

Section C

Answer **one** question.

19 How can workers be motivated? Your organisation produces badges that say "I love psychology" and the average worker makes ten every hour. You want to increase production, so you set a goal for your workers.

(a) Suggest how you can increase production *and* keep your workers happy. [8]

(b) Describe goal setting theory by Latham and Locke (1984). [6]

20 The leader-member exchange model suggests that leaders form different relationships with different groups of workers. Those workers in the in-group are often favoured over those in the out-group. But how do you know who is in which group?

(a) Suggest how you could determine whether a worker is in the in-group or in the out-group. [8]

(b) Describe **one** psychological theory of leaders and followers. [6]

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