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

PSYCHOLOGY **9698/23**

Paper 2 Core Studies 2 **October/November 2013**

1 hour 30 minutes

Additional Materials: Answer Booklet/Paper

8103516222

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.

Answer **both** questions in Section A.
Answer **one** question in Section B.

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 (50 marks)

Answer **both** questions in this section.

1 Demattè et al (smells and facial attractiveness) conducted a laboratory experiment on female college students. An alternative method to investigate this would be to conduct a field experiment, for example, at a social event.

(a) Describe the field experiment as a research method. [5]

(b) Design an alternative study to the Demattè et al study using a field experiment and describe how it could be conducted. [10]

(c) Evaluate this alternative way of studying smells and facial attractiveness in **practical** terms rather than ethical terms. [10]

2 Maguire et al investigated the brain activity of taxi drivers using a PET scanner.

(a) What is meant by the term 'physiological processes'? [2]

(b) Explain why Maguire et al's study is an example of the physiological approach. [3]

(c) Discuss the strengths and weaknesses of using the snapshot method to investigate brain activity. [10]

(d) Compare and contrast the physiological testing approach as used by Maguire et al with other ways of gathering data. [10]

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Section B (20 marks)

Answer **one** question from this section.

3 **(a)** Outline what is meant by the term 'reductionism'. [2]

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

Tajfel (intergroup categorisation)
Billington et al (empathising and systemising)
Bandura et al (aggression)

(b) Describe how the data were collected in each of these studies. [9]

(c) What are the advantages of using a reductionist explanation for psychologists? [9]

4 **(a)** Outline what is meant by the term 'ethical guideline'. [2]

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

Milgram (obedience)
Loftus and Pickrell (false memories)
Nelson (children's morals)

(b) Outline **one** ethical guideline. Explain how it was addressed in each of these studies. [9]

(c) What problems do psychologists face when they try to create ethical studies? [9]

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