Cambridge International A Level

Cambridge International Examinations
Cambridge International Advanced Level

PSYCHOLOGY **9698/31**

Paper 3 The Specialist Choices **October/November 2014**

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, 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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[Turn over

Psychology and Education

Section A

Answer this question.

1 **(a)** Explain, in your own words, what is meant by 'learning style'. [2]

(b) Describe the onion model proposed by Curry (1983). [4]

Section B

Answer this question.

2 **(a)** Describe what psychologists have found out about motivation and educational performance. [8]

(b) Evaluate what psychologists have found out about motivation and educational performance and include a debate about humanistic explanations of motivation. [12]

Section C

Answer **one** question.

3 There are a number of co-operative learning techniques that children can use in a classroom.

(a) Suggest how **you** would investigate which co-operative learning technique was most effective for teaching. [8]

(b) Describe the main features of co-operative learning. [6]

4 Dyslexia causes learning difficulties and parents should be provided with information so they can look for signs of it developing in their child.

(a) Suggest what features a parent should look for (a check-list) to determine whether their child has dyslexia. [8]

(b) Describe **one** strategy for educating children with dyslexia. [6]

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Psychology and Health

Section A

Answer this question.

5 **(a)** Explain, in your own words, what is meant by 'fear arousal' to promote health. [2]

(b) Briefly describe **two** studies which have tested the fear arousal technique to promote health. [4]

Section B

Answer this question.

6 **(a)** Describe what psychologists have learned about the patient-practitioner relationship. [8]

(b) Evaluate what psychologists have learned about the patient-practitioner relationship, including a discussion of the use of the observation method to gather data. [12]

Section C

Answer **one** question.

7 To improve attendance at medical appointments people could be sent a reminder by letter or by mobile/cell phone and given a reward if they attend.

(a) Design an experiment to test whether sending a reminder does improve attendance at a medical appointment. [8]

(b) Describe the psychological perspective on which behavioural techniques to improve adherence are based. [6]

8 Visual rating scales of pain often use a scale of numbers or words from low to high. This is not very helpful for children who may not understand the words or numbers.

(a) Design a visual rating scale that would be appropriate for a 5-year-old child and suggest how it would work. [8]

(b) Describe **two** visual rating scales that are designed for adults. [6]

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Psychology and Environment

Section A

Answer this question.

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

(b) Describe a successful housing design project (e.g. Newman) and an unsuccessful housing design project (e.g. Pruitt-Igoe). [4]

Section B

Answer this question.

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

(b) Evaluate what psychologists have learned about density and crowding. Consider the strengths and weaknesses of using physiological measures. [12]

Section C

Answer **one** question.

11 It has been claimed that certain types of music influence consumer behaviour.

(a) Describe evidence suggesting that music influences consumer behaviour. [6]

(b) Design a field experiment to test whether certain types of music influence consumer behaviour differently. [8]

12 Billington et al. distinguish between empathisers and systemisers. Perhaps empathisers find it more difficult to read maps and to way-find.

(a) Using your knowledge of psychology, design a study to investigate the relationship between using maps and the ability to systemise. [8]

(b) Describe **two** important features of a good 'you-are-here' map design. [6]

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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 '**unipolar** abnormal affect'. [2]

(b) Briefly describe **bipolar** abnormal affect. [4]

Section B

Answer this question.

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

(b) Evaluate what psychologists have found out about phobias and include a discussion of the psychoanalytic explanation of phobias. [12]

Section C

Answer **one** question.

15 There are different models of abnormality, but which model is most commonly known to the general public?

(a) Suggest how **you** could use a questionnaire to find out which model of abnormality is most commonly known. [8]

(b) Describe the assumptions and treatments of the medical/biological model of abnormality. [6]

16 There are different types of schizophrenia and there are different treatments. It may be that some treatments work better with certain types of schizophrenia.

(a) Design an experimental study to investigate which type of schizophrenia is best treated with cognitive behaviour therapy (CBT). [8]

(b) Describe **two** different types of schizophrenia. [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 'psychological work conditions'. [2]

(b) Describe **two** examples of psychological work conditions. [4]

Section B

Answer this question.

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

(b) Evaluate what psychologists have found out about motivation to work and include comparisons and contrasts between need theories of motivation and cognitive/rational theories of motivation. [12]

Section C

Answer **one** question.

19 Your company uses Psychometric Test X to select workers. However, the same test is used to assess every single worker whatever their job. Maybe this test isn't valid because it can't assess the relevant skills for *all* jobs.

(a) Suggest how **you** would test the validity of Psychometric Test X. [8]

(b) Describe **two** psychometric tests used to select people for work. [6]

20 There was a lot of group conflict within your organisation so you brought in a specialist to manage the problem. Now that the specialist has left you want to find out if the strategy used resolved the conflict successfully.

(a) Suggest how **you** could investigate whether the conflict has been successfully resolved. [8]

(b) Describe **one** study of group conflict management. [6]

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