Cambridge International A Level

Cambridge International Examinations
Cambridge International Advanced Level

PSYCHOLOGY **9698/33**

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

3 hours

Additional Materials: Answer Booklet/Paper

0389511111

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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Psychology and Education

Section A

Answer this question.

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

(b) Describe **one** theory of intelligence. [4]

Section B

Answer this question.

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

(b) Evaluate what psychologists have found out about learning and teaching styles, including a discussion about individual differences. [12]

Section C

Answer **one** question.

3 You are a research psychologist and you are investigating the causes of attention deficit hyperactivity disorder (ADHD). You know a number of possible causes and you know about the different research methods psychologists use in their investigations.

(a) Suggest a suitable method for investigating **one** possible cause of attention deficit hyperactivity disorder (ADHD). [8]

(b) Outline the possible cause of attention deficit hyperactivity disorder (ADHD) on which your investigation is based. [6]

4 You are a teacher and your students work very hard. You begin to think about the reasons why they work so hard. You decide to investigate.

(a) Suggest how **you** could use a questionnaire to investigate whether students work hard because they need to achieve or because they want to avoid failure. [8]

(b) Describe what McClelland means by 'need for achievement' and 'need to avoid failure'. [6]

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Psychology and Health

Section A

Answer this question.

5 **(a)** Describe what is meant by 'promoting health in worksites'. [2]

(b) Describe **one** study which has promoted health in worksites. [4]

Section B

Answer this question.

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

(b) Evaluate what psychologists have learned about pain, discussing the usefulness of quantitative data. [12]

Section C

Answer **one** question.

7 Studies on practitioner style often gather quantitative data. What isn't known is *why* a particular style is preferred.

(a) Suggest how **you** would investigate why patients prefer one practitioner style to another. [8]

(b) Describe **one** study which has investigated practitioner style quantitatively. [6]

8 An accident has happened and you are an accident investigator. You have to determine the cause.

(a) Suggest an appropriate psychological method or technique to obtain information about whether the cause was due to a person or to the situation. [8]

(b) Give an example of an 'individual' accident and an example of a 'situational or system' accident. [6]

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Psychology and Environment

Section A

Answer this question.

9 **(a)** Explain, in your own words, what is meant by 'defending public territory'. [2]

(b) Describe **one** study which has investigated the defence of public territory. [4]

Section B

Answer this question.

10 **(a)** Describe what psychologists have found out about architecture. [8]

(b) Evaluate what psychologists have found out about architecture and include a discussion of whether what has been found can be generalised. [12]

Section C

Answer **one** question.

11 It is claimed that positive sound (or music) can help reduce stress. It is not known which type of music is best for reducing stress.

(a) Suggest how **you** would conduct a study to determine which type of music is best for reducing stress. [8]

(b) Explain the methodology on which your suggestion is based. [6]

12 You have just visited a university and the map they gave you was so bad that you got lost! You want to help them design a better map.

(a) Suggest a suitable map design for a university that would enable visitors to find their way around. [8]

(b) Describe the psychology on which your suggestion is based. [6]

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Psychology and Abnormality

Section A

Answer this question.

13 **(a)** Explain what is meant by the 'psychodynamic model of abnormality'. [2]

(b) Describe **two** mental illnesses which can be explained by the psychodynamic model. [4]

Section B

Answer this question.

14 **(a)** Describe what psychologists have discovered about addiction and impulse control disorders. [8]

(b) Evaluate what psychologists have discovered about addiction and impulse control disorders and include a debate about cognitive compared to behavioural strategies for reducing addiction. [12]

Section C

Answer **one** question.

15 You are a cognitive-behaviour therapist and a person has been referred to you with agoraphobia, which is a fear of going outside.

(a) Suggest how **you** would treat this phobia. [8]

(b) Describe the assumptions on which your treatment is based. [6]

16 OCD Question: do you repeat behaviour? Answer: yes, yes and yes!

(a) Describe **one** questionnaire or inventory that is used to measure obsessions and compulsions. [6]

(b) Suggest how **you** would test the reliability and validity of the questionnaire described in part **(a)**. [8]

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Psychology and Organisations

Section A

Answer this question.

17 **(a)** Explain, in your own words, what is meant by 'situational leadership'. [2]

(b) Describe the theory of situational leadership proposed by Hersey and Blanchard (1988). [4]

Section B

Answer this question.

18 **(a)** Describe what psychologists have discovered about group behaviour in organisations. [8]

(b) Evaluate what psychologists have learned about group behaviour in organisations, including a discussion of the usefulness of the findings. [12]

Section C

Answer **one** question.

19 Motivation can be divided into two basic types: intrinsic motivation and extrinsic motivation.

(a) Suggest how **you** would use a questionnaire to investigate which type of motivation is more effective for workers in your organisation. [8]

(b) Using examples, describe what is meant by intrinsic motivation and extrinsic motivation. [6]

20 You are a car designer and you want to light up the instrument panel with a colour that is less distracting, and so is less likely to cause an accident.

(a) Suggest how **you** would conduct a laboratory experiment to find out which colour of instrument panel lighting is best. [8]

(b) Describe what psychologists have learned about visual displays and ergonomics. [6]

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