Cambridge International AS & A Level

Cambridge International Examinations
Cambridge International Advanced Subsidiary and Advanced Level

PSYCHOLOGY **9698/31**

Paper 3 The Specialist Choices **October/November 2015**

3 hours

Additional Materials: Answer Booklet/Paper

8582721975

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.

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

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CAMBRIDGE International Examinations

Psychology and Education

Section A

Answer this question.

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

(b) Describe **one** theory of motivation based on extrinsic motivation. [4]

Section B

Answer this question.

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

(b) Evaluate what psychologists have found out about intelligence and include a discussion about the use of quantitative data. [12]

Section C

Answer **one** question.

3 You have a new class of A Level psychology students and you want to improve their learning effectiveness.

(a) Describe **two** study skills that can improve learning effectiveness. [6]

(b) Suggest how **you** would investigate which study skill is the most effective for your students. [8]

4 A child in a class is bullying other children. You decide to conduct an observation to determine the type and frequency of the bullying behaviour.

(a) Suggest how **you** would design and conduct your observational study of bullying. [8]

(b) Describe **two** explanations for bullying. [6]

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Psychology and Health

Section A

Answer this question.

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

(b) Describe **one** way in which shift work can be organised **and** suggest an alternative way of organising shift work. [4]

Section B

Answer this question.

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

(b) Evaluate what psychologists have found out about health promotion and include a discussion of the use of snapshot and longitudinal studies. [12]

Section C

Answer **one** question.

7 Some patients do not adhere to medical advice because they customise their treatment.

(a) Suggest how **you** would use a questionnaire to investigate the different ways in which patients customise treatment. [8]

(b) Describe **one** study that has investigated how patients customise their treatment. [6]

8 A person has had a limb amputated and is suffering from phantom limb pain.

(a) Suggest how **you** would measure phantom limb pain. [8]

(b) Describe psychogenic pain using an example. [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 'effects of crowding on human health'. [2]

(b) Describe **one** study investigating the effects of crowding on human health. [4]

Section B

Answer this question.

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

(b) Evaluate what psychologists have discovered about architecture and include a discussion about individual and situational explanations. [12]

Section C

Answer **one** question.

11 A new airport is planned for construction near to your home. If you can provide evidence that transportation noise causes psychological harm, the airport may not be built.

(a) Suggest how **you** would investigate the effects of transportation noise caused by aircraft. [8]

(b) Describe **two** studies showing the negative effects of transportation noise on performance. [6]

12 A study conducted three weeks after the London bombings of 2005 found that only 1% of the sample consulted a psychologist for help with symptoms of post-traumatic stress disorder.

(a) Suggest how **you** would use an interview to investigate why so few people asked for help. [8]

(b) Describe the study of the London bombings conducted by Rubin et al. [6]

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Psychology and Abnormality

Section A

Answer this question.

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

(b) Briefly describe **two** case studies of phobias. [4]

Section B

Answer this question.

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

(b) Evaluate what psychologists have discovered about models of abnormality, including a discussion about the usefulness of models. [12]

Section C

Answer **one** question.

15 The DSM-V (the United States classification of mental illnesses) no longer categorises schizophrenia into types.

(a) Suggest how **you** would investigate how many psychiatrists know about this change in definition. [8]

(b) Describe the symptoms and characteristics of schizophrenia. [6]

16 Kleptomania and other impulse control disorders can be treated successfully with cognitive behaviour therapy.

(a) Suggest how **you** would use cognitive behaviour therapy to treat a person with kleptomania (or any other impulse control disorder). [8]

(b) Describe the underlying theory on which this therapy 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 'ergonomics'. [2]

(b) Describe **two** important ergonomic features of machines in operator-machine systems, using examples. [4]

Section B

Answer this question.

18 **(a)** Describe what psychologists have discovered about leadership and management. [8]

(b) Evaluate what psychologists have discovered about leadership and management, including a discussion of nature versus nurture. [12]

Section C

Answer **one** question.

19 Effective goals should be 'SMART' (e.g. specific, measurable, assignable, realistic and time-related).

(a) Suggest how **you** could use an experiment to investigate whether any goal-setting strategy is effective. [8]

(b) Describe the goal-setting theory proposed by Latham and Locke. [6]

20 Job design can involve enrichment, rotation and enlargement. Each can affect the psychological state of workers in different ways.

(a) Suggest how **you** would assess the change in psychological state of workers following the implementation of job rotation. [8]

(b) Describe a job characteristics model, such as that proposed by Hackman and Oldham. [6]

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