Cambridge International AS & A Level

Cambridge International Examinations
Cambridge International Advanced Subsidiary and Advanced Level

PSYCHOLOGY **9698/32**

Paper 3 The Specialist Choices **October/November 2016**

3 hours

No Additional Materials are required.

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READ THESE INSTRUCTIONS FIRST

An answer booklet is provided inside this question paper. You should follow the instructions on the front cover of the answer booklet. If you need additional answer paper ask the invigilator for a continuation booklet.

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.

The number of marks is given in brackets [ ] at the end of each question or part question.

This document consists of **6** printed pages, **2** blank pages and **1** insert.

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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 'problem solving'. [2]

(b) Describe **two** ways in which problems can be solved. [4]

Section B

Answer this question.

2 **(a)** Describe what psychologists have learned about special educational needs. [8]

(b) Evaluate what psychologists have learned about special educational needs and include a discussion about using children with special educational needs in psychological studies. [12]

Section C

Answer **one** question.

3 A new teacher at your school uses the humanistic teaching strategy of co-operative learning and you want to find out what students think about it.

(a) Suggest how **you** would use a questionnaire to find out about student attitudes towards co-operative learning. [8]

(b) Describe co-operative learning, using examples. [6]

4 Corrective strategies for disruptive behaviour include positive punishment (giving something unpleasant) and negative punishment (removing something pleasant).

(a) Suggest how **you** would investigate which punishment strategy is most effective for modifying the behaviour of a disruptive child. [8]

(b) Describe the underlying theory on which these corrective strategies are 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 a 'self report questionnaire'. [2]

(b) Describe **two** studies that have used self report questionnaires to measure stress. [4]

Section B

Answer this question.

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

(b) Evaluate what psychologists have found out about health and safety and include a discussion about generalisations. [12]

Section C

Answer **one** question.

7 A study was conducted by McKinstry and Wang (1991) on patient preference for clothing style in doctors. This study is now 25 years old and patient preference for doctors' clothing style needs reinvestigating.

(a) Suggest how **you** would use an interview to investigate which style of practitioner clothing is preferred by patients. [8]

(b) Describe the original study conducted by McKinstry and Wang or any alternative study on practitioner non-verbal communication. [6]

8 There are a number of different cognitive strategies for managing pain. You want to find out which is the most effective strategy.

(a) Suggest how **you** would investigate which cognitive pain strategy is the most effective. [8]

(b) Describe how different cognitive strategies are used for managing pain. [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) on consumer behaviour'. [2]

(b) Describe **one** study which has investigated the effect of music on consumer behaviour. [4]

Section B

Answer this question.

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

(b) Evaluate what psychologists have found out about environmental cognition and include a discussion about the use of animals. [12]

Section C

Answer **one** question.

11 Markus makes announcements at an outdoor sports venue where there are large crowds. He has written an evacuation message to help people to leave safely in an emergency.

(a) Suggest how **you** can test the effectiveness of Markus's new evacuation message. [8]

(b) Describe what psychologists have learned about evacuation plans. [6]

12 A study by Ruback showed that when leaving a parking space, drivers would take longer when another car was waiting to take the space, than when not. Ruback claimed this was due to people defending parking space territory.

(a) Suggest how **you** would conduct a field experiment to test the time it takes to vacate a parking space when someone is waiting to park compared to when someone is not. [8]

(b) Describe **one** study showing how *primary* territory can be defended. [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 'measure' when studying obsessions and compulsions. [2]

(b) Describe **one** way in which obsessions and compulsions have been measured. [4]

Section B

Answer this question.

14 **(a)** Describe what psychologists have discovered about abnormal affect. [8]

(b) Evaluate what psychologists have discovered about abnormal affect and include a discussion about sex differences. [12]

Section C

Answer **one** question.

15 A man has not travelled on a bus for five years because of his phobia of public transport. You are an expert in systematic desensitisation and can help him to travel on a bus.

(a) Suggest how **you** would treat his bus phobia using systematic desensitisation. [8]

(b) Describe **two** other ways in which a phobia can be treated. [6]

16 A woman was admitted to a psychiatric hospital for assessment and treatment because she wouldn't get out of bed and refused to wash. The diagnosis was depression and she was prescribed a drug. This drug did not work, so a different drug was prescribed.

(a) Suggest how **you** would determine the effectiveness of a drug treatment for a mental disorder. [8]

(b) Describe a model of abnormality which uses drug treatments. [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 'extrinsic motivation'. [2]

(b) Describe **two** extrinsic motivators. [4]

Section B

Answer this question.

18 **(a)** Describe what psychologists have discovered about satisfaction at work. [8]

(b) Evaluate what psychologists have discovered about satisfaction at work and include a discussion about the use of questionnaires to measure job satisfaction. [12]

Section C

Answer **one** question.

19 Your company is debating which of three decision-making models is best to select people for jobs. You decide to conduct an experiment to see which of these models is the most effective.

(a) Suggest how **you** would conduct an experiment to determine the best decision-making model. [8]

(b) Describe **two** personnel selection decision-making models. [6]

20 There are a number of different strategies proposed to avoid groupthink.

(a) Describe strategies that have been proposed to avoid groupthink. [6]

(b) Suggest how **you** would investigate which strategy to avoid groupthink is most effective. [8]

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