Cambridge International AS & A Level

Cambridge International Examinations
Cambridge International Advanced Subsidiary and Advanced Level

PSYCHOLOGY **9698/33**

Paper 3 The Specialist Choices **October/November 2017**

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

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Psychology and Education

Section A

Answer this question.

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

(b) Describe **one** cognitive application to learning. [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 Corrective strategies for disruptive behaviour include positive punishment (giving something unpleasant) and negative punishment (taking away something pleasant).

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

(b) Describe how effective classroom management strategies prevent disruptive behaviour. [6]

4 People use different problem-solving planning strategies. You have set some children a problem to solve.

(a) Using examples, describe **two** problem-solving strategies. [6]

(b) Suggest how **you** would investigate the different strategies used by the children. [8]

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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 measure of pain'. [2]

(b) Describe **one** way to measure pain that is **not** a self report. [4]

Section B

Answer this question.

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

(b) Evaluate what psychologists have discovered about health and safety and include a discussion about the usefulness of what has been found. [12]

Section C

Answer **one** question.

7 Some types of patient do not want to give a practitioner full details about their medical problem because they are shy or embarrassed.

(a) Suggest how **you** would investigate which type of patient discloses most information to a medical practitioner. [8]

(b) Describe **one** study that has investigated the disclosure of information to a medical practitioner. [6]

8 Research suggests that when a practitioner tells patients to take all of their prescribed medicine, they are more likely to adhere to the request than when the practitioner says nothing.

(a) Suggest how **you** would design and conduct an experiment to investigate whether patients told to take all of their medicine adhere better than those told nothing. [8]

(b) Describe **two** studies that used objective measures of non-adherence. [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 'scripts' explanation of behaviour during emergency events. [2]

(b) Describe **one** laboratory experiment conducted to investigate how people behave during an emergency event. [4]

Section B

Answer this question.

10 **(a)** Describe what psychologists have learned about noise. [8]

(b) Evaluate what psychologists have learned about noise and include a discussion about the usefulness of laboratory experiments. [12]

Section C

Answer **one** question.

11 Crowding may have a negative effect on the health of people travelling to work by train.

(a) Suggest how **you** would design and conduct a field experiment to investigate the negative effects of crowding on the health of people travelling to work by train. [8]

(b) Describe **one** study about the negative effects of crowding on human performance. [6]

12 A new shopping mall is being built in your local area and you are to conduct a study to find out the public preference for different types of shopping mall atmospherics.

(a) Suggest how **you** would investigate public preference for different types of shopping mall atmospherics. [8]

(b) Describe **two** studies of community environmental 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 'blood phobia'. [2]

(b) Describe how applied tension can be used to treat blood phobia. [4]

Section B

Answer this question.

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

(b) Evaluate what psychologists have found out about abnormal affect and include a discussion about reductionist explanations. [12]

Section C

Answer **one** question.

15 Abnormality has been defined in a number of ways.

(a) Describe the 'deviation from statistical norms' and 'deviation from social norms' definitions of abnormality. [6]

(b) Suggest how **you** would gather data from the general public to support the 'deviation from social norms' definition of abnormality. [8]

16 David has obsessive-compulsive disorder (OCD).

(a) Suggest how **you** would design and conduct a case study to investigate the features and causes of David's OCD. [8]

(b) Describe **one** case study of a person with obsessive-compulsive disorder. [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 'job design'. [2]

(b) Describe 'job enrichment' and 'job rotation', using an example of each. [4]

Section B

Answer this question.

18 **(a)** Describe what psychologists have learned about the selection of people for work. [8]

(b) Evaluate what psychologists have learned about the selection of people for work and include a discussion about the use of psychometric tests. [12]

Section C

Answer **one** question.

19 There are many theories that could explain what makes a leader effective in your organisation. It would be a good idea to ask the workers.

(a) Suggest how **you** would investigate what the workers think makes an effective leader. [8]

(b) Describe Fiedler's contingency theory of leadership. [6]

20 Workers in your factory have complained that the bright light in their working environment is affecting their concentration.

(a) Suggest how **you** would design and conduct a field experiment to find out whether the brightness of light affects worker concentration. [8]

(b) Describe evidence showing **two** effects of physical working conditions on workers. [6]

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