Cambridge Assessment International Education

Cambridge International AS & A Level

PSYCHOLOGY **9990/42**

Paper 4 Specialist Options: Application **February/March 2021**

1 hour 30 minutes

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You must answer on the enclosed answer booklet.

You will need: Answer booklet (enclosed)

INSTRUCTIONS

- Answer **four** questions in total:
  - Answer questions from **two** options.
    - Section A: answer **two** questions.
    - Section B: answer **one** question.
    - Section C: answer **one** question.
- Follow the instructions on the front cover of the answer booklet. If you need additional answer paper, ask the invigilator for a continuation booklet.

INFORMATION

- The total mark for this paper is 60.
- The number of marks for each question or part question is shown in brackets [ ].

This document has **8** pages. Any blank pages are indicated.

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Section A

You must answer **two** questions from this section.
Answer all the parts for the two questions you choose.

Psychology and abnormality

1 Ost and Westling (1995) compared the effectiveness of applied relaxation (AR) with cognitive-behavioural therapy (CBT) when treating 38 patients for panic disorder. They gathered data in three phases at different times: pre-intervention (baseline), post-intervention and at a follow-up.

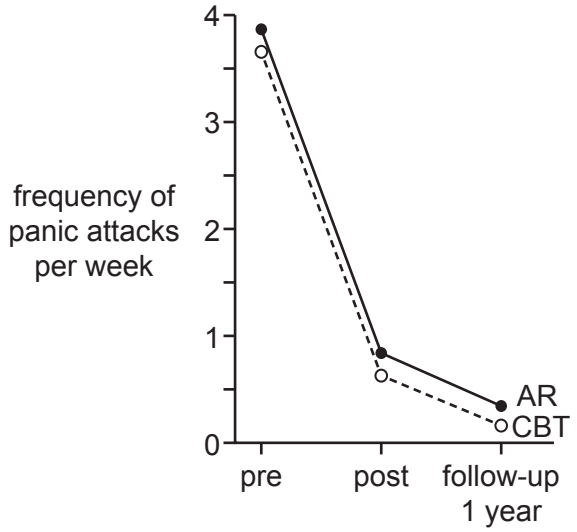


Fig. 1.1 Graph to show frequency of panic attacks

(a) Give **two** conclusions from Fig. 1.1. [2]

(b) Outline **two** ways in which Ost and Westling (1995) gathered data during these phases. [4]

(c) **(i)** Explain how the treatment of the applied relaxation (AR) group differed from the treatment of the CBT group in this study. [2]

(ii) Explain how the physiological effect of applied relaxation is different from the physiological effect of applied tension. [2]

(d) Some treatment and management techniques for anxiety disorders involve learning; these are called behavioural techniques.

Discuss the strengths and weaknesses of using behavioural techniques to treat anxiety disorders. You should include a conclusion in your answer. [5]

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Psychology and consumer behaviour

2 Guéguen et al. (2007) conducted a field experiment to test whether playing music in the background, the independent variable, had any effect on the shopping behaviour of their customers. They gathered quantitative data in three ways.

(a) Explain what is meant by a 'dependent variable'. [2]

(b) Outline **two** of the dependent variables in the study by Guéguen et al. (2007). [4]

(c) The data collected in this study was quantitative.

Suggest **two** advantages of also gathering qualitative data in this study. [4]

(d) Discuss the advantages and disadvantages of using field experiments to investigate the effect of background music on consumer behaviour. You should include a conclusion in your answer. [5]

Psychology and health

3 Weinstein (1980) asked students about their own chances of living past 80, getting lung cancer or having a heart attack before the age of 40, to investigate unrealistic optimism as an individual factor in changing health beliefs.

(a) Explain what is meant by 'unrealistic optimism'. [2]

(b) **(i)** Outline the 'measures of optimism' questionnaire. [2]

(ii) Outline the scale used by the students to answer the questionnaire items. [2]

(c) Suggest **two** ways to assess unrealistic optimism, other than by a questionnaire using closed questions. [4]

(d) Discuss the advantages and disadvantages of assessing unrealistic optimism using students. You should include a conclusion in your answer. [5]

Psychology and organisations

4 According to achievement motivation theory (McClelland, 1965), people have different needs. Some have a need for power or need for achievement, others have a need for affiliation.

(a) Explain what is meant by 'need for affiliation'. [2]

(b) Suggest **two** reasons why the need for affiliation is important in work environments. [4]

(c) Suggest how the needs of a manager in an organisation would differ from the needs of a worker. [4]

(d) Discuss the advantages and disadvantages of using self-report to measure need for achievement. You should include a conclusion in your answer. [5]

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Section B

You must answer **one** question from this section.

Psychology and abnormality

5 **(a)** Design a study to test age differences in the effectiveness of rational emotive behaviour therapy for depression. [10]

(b) Explain the psychological and methodological evidence on which your study is based. [8]

Psychology and consumer behaviour

6 **(a)** Variables, such as lighting, colour and smell, affect pleasure arousal in retail environments.

Design a study using a questionnaire to investigate which of these variables is **most** likely to create a positive emotional response in a shopper. [10]

(b) Explain the psychological and methodological evidence on which your study is based. [8]

Psychology and health

7 **(a)** Design a study using an interview to investigate what important information patients need from a practitioner to help them improve their adherence. [10]

(b) Explain the psychological and methodological evidence on which your study is based. [8]

Psychology and organisations

8 **(a)** Design a study using observation to investigate whether a group follows the stages of development proposed by Tuckman (1965). [10]

(b) Explain the psychological and methodological evidence on which your study is based. [8]

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Section C

You must answer **one** question from this section.

Psychology and abnormality

9 '*The genetic explanation of phobias is better than all other explanations*.'

To what extent do you agree with this statement? Use examples of research you have studied to support your answer. [12]

Psychology and consumer behaviour

10 '*Studies of consumer personality are irrelevant; there are no individual differences in the effectiveness of advertising*.'

To what extent do you agree with this statement? Use examples of research you have studied to support your answer. [12]

Psychology and health

11 '*The use of postal questionnaires is the **best** way to assess improvements in adherence to medical requests*.'

To what extent do you agree with this statement? Use examples of research you have studied to support your answer. [12]

Psychology and organisations

12 '*Recognition, respect and a sense of belonging are the **most** important motivators at work*.'

To what extent do you agree with this statement? Use examples of research you have studied to support your answer. [12]

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