Cambridge Assessment International Education

Cambridge International AS & A Level

PSYCHOLOGY **9990/42**

Paper 4 Specialist Options: Application and Research Methods **February/March 2025**

1 hour 30 minutes

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You must answer on the enclosed answer booklet.

You will need: Answer booklet (enclosed)

INSTRUCTIONS

- Answer **five** questions in total:
  - Answer questions from **two** options.
    - Section A: answer **four** questions.
    - Section B: 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

Answer questions from **two** options in this section.

Clinical Psychology

Answer **all** questions if you have studied this option.

1 From the key study by Oruč et al. (1997) on mood (affective) disorders:

(a) Outline the sample of participants used in this study. [4]

(b) Suggest **one** reason why a control group of participants was used in this study. [2]

(c) Explain **two** strengths of the sample used in this study, other than the use of a control group. [4]

2 **(a)** State **two** diagnostic criteria of gambling disorder. [2]

(b) Suggest **one** way in which gambling disorder could be measured, other than by self-report. Your answer **must** be ethical. [2]

(c) Explain **two** weaknesses of using a self-report to measure gambling disorder. [4]

Consumer Psychology

Answer **all** questions if you have studied this option.

3 From the key study by Hall et al. (2010) on choice blindness for food items:

(a) **(i)** Identify **two** ways in which deception was used in this study. [2]

(ii) Explain why each of these deceptions was necessary. [2]

(b) Suggest **one** effect on the results if deception had **not** been used in this study. [2]

(c) Explain **one** strength and **one** weakness of the use of field experiments to investigate choice blindness. [4]

4 **(a)** Outline **two** ways in which a gift can be wrapped. [2]

(b) Suggest how an unstructured observation can be used to investigate gift-wrapping behaviour. [2]

(c) Explain **two** strengths of using different features of observation to measure gift-wrapping behaviour. [4]

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Health Psychology

Answer **all** questions if you have studied this option.

5 From the key study by Brudvik et al. on pain assessments by doctors, parents and children:

(a) Outline **two** conclusions from the study that add to the understanding of children's pain. [4]

(b) Suggest **one** way pain in children could be measured without using self-report pain rating scales. [2]

(c) Explain **two** weaknesses of conducting research on pain using children as participants. [4]

6 Malingering and Munchausen syndrome are both explanations of the misuse of health services.

(a) Explain what is meant by the term 'malingering'. [2]

(b) Suggest **one** way in which malingering could be identified by a doctor. [2]

(c) Explain **two** strengths of using case studies to research Munchausen syndrome. [4]

Organisational Psychology

Answer **all** questions if you have studied this option.

7 From the key study by Swat (1997) on monitoring accidents and risk events:

(a) Outline **two** causes of accidents identified by Swat. [4]

(b) Suggest **one** reason why all accidents are **not** reported. [2]

(c) Explain **one** reason why generalisations can be made from this study and **one** reason why generalisations **cannot** be made from this study. [4]

8 **(a)** Outline what is meant by a 'profit-sharing' type of reward system. [2]

(b) Suggest how the effectiveness of a profit-sharing reward system could be measured using a questionnaire with closed questions. [2]

(c) Explain **one** strength and **one** weakness of a 'profit-sharing' type of reward system. [4]

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Section B

Answer **one** question from this section.

Clinical Psychology

9 **(a)** Plan a study using an online questionnaire to investigate whether rational emotive behaviour therapy (REBT) is effective as a treatment for depression.

Your plan must include details about:
- question scoring/interpretation
- ethical guidelines. [10]

(b) For **one** piece of psychological knowledge on which your plan is based:

(i) Describe this psychological knowledge. [4]

(ii) Explain how you used **two** features of this psychological knowledge to plan your study. [4]

(c) **(i)** Explain **one** reason for your choice of question scoring/interpretation. [2]

(ii) Explain **one** weakness of your choice of question scoring/interpretation. [2]

(iii) Explain **one** reason for your choice of an ethical guideline that you followed. [2]

Consumer Psychology

10 Point of purchase decisions include multiple unit pricing and suggestive selling.

(a) Plan an experiment to investigate the effectiveness of suggestive selling on purchases from a supermarket.

Your plan must include details about:
- controls
- directional or non-directional hypothesis. [10]

(b) For **one** piece of psychological knowledge on which your plan is based:

(i) Describe this psychological knowledge. [4]

(ii) Explain how you used **two** features of this psychological knowledge to plan your study. [4]

(c) **(i)** Explain **one** reason for your choice of controls. [2]

(ii) Explain **one** weakness of your choice of controls. [2]

(iii) Explain **one** reason for your choice of directional or non-directional hypothesis. [2]

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Health Psychology

11 **(a)** Plan a study using an experiment to investigate whether biochemical treatments are more effective than stimulation therapy/TENS for chronic pain.

Your plan must include details about:
- experimental design
- ethical guidelines. [10]

(b) For **one** piece of psychological knowledge on which your plan is based:

(i) Describe this psychological knowledge. [4]

(ii) Explain how you used **two** features of this psychological knowledge to plan your study. [4]

(c) **(i)** Explain **one** reason for your choice of experimental design. [2]

(ii) Explain **one** weakness of your choice of experimental design. [2]

(iii) Explain **one** reason for your choice of an ethical guideline that you followed. [2]

Organisational Psychology

12 McClelland proposed an achievement motivation theory with different types of need: achievement, affiliation and power.

(a) Plan a study using a questionnaire to investigate which type of McClelland's needs is **most** common in teachers who teach 16–18-year-old students.

Your plan must include details about:
- sampling technique
- type(s) of data. [10]

(b) For **one** piece of psychological knowledge on which your plan is based:

(i) Describe this psychological knowledge. [4]

(ii) Explain how you used **two** features of this psychological knowledge to plan your study. [4]

(c) **(i)** Explain **one** reason for your choice of sampling technique. [2]

(ii) Explain **one** weakness of your choice of sampling technique. [2]

(iii) Explain **one** reason for your choice of type(s) of data. [2]

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