Cambridge International AS & A Level

Cambridge Assessment International Education
Cambridge International Advanced Subsidiary and Advanced Level

PSYCHOLOGY **9990/42**

Paper 4 Specialist Options: Application **May/June 2019**

1 hour 30 minutes

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 four specialist options in this question paper. You must answer questions from **two** specialist options.
Answer **two** questions in Section A.
Answer **one** 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 **5** printed pages, **3** blank pages and **1** Insert.

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[Turn over

Section A

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

Psychology and abnormality

1 The Generalised Anxiety Disorder assessment (GAD-7) was developed using questionnaires with 2740 patients, followed by a telephone interview with 965 of these patients who were selected randomly. The GAD-7 asks 7 questions each scored from 0–3. A score of 15 or more indicates severe anxiety.

(a) Explain what is meant by 'generalised anxiety disorder'. [2]

(b) Suggest **two** advantages of using quantitative data to assess anxiety. [4]

(c) Outline **two** advantages of the sample used to develop the GAD-7. [4]

(d) Discuss the strengths and weaknesses of using telephone interviews to assess anxiety. You should include a conclusion in your answer. [5]

Psychology and consumer behaviour

2 A study by Snyder and DeBono (1985) used students to investigate how high self-monitors and low self-monitors evaluated different types of advertisements. Their results appear in Table 2.1, in which there is a maximum score of 12. Higher scores indicate greater favourability towards image-oriented advertisements and lower scores indicate greater favourability towards product-quality-orientated advertisements.

Table 2.1

		Product		
		Canadian Club whisky	**Barclay cigarettes**	**Irish Mocha Mint coffee**
Self-monitoring category	**High**	6.84	5.00	7.40
	Low	4.88	3.68	6.08

(a) Explain what the results in Table 2.1 indicate about how high self-monitors and low self-monitors respond to different types of advertising. [2]

(b) Give **two** differences between the 'soft-sell' approach and the 'hard-sell' approach. [4]

(c) Suggest how the validity of the stimulus materials (advertisements) used in the study could have been assessed. [4]

(d) Discuss the strengths and weaknesses of using students in studies of consumer behaviour. You should include a conclusion in your answer. [5]

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Psychology and health

3 Model of decisions to seek or delay medical treatment (Safer et al., 1979)

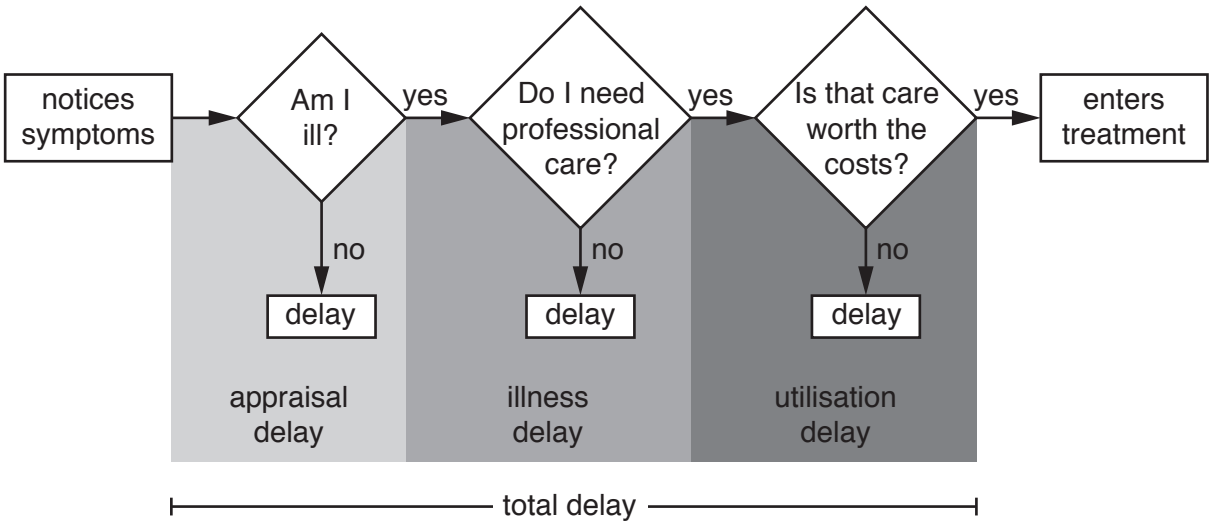


Fig. 3.1

(a) Explain what Safer et al. (1979) meant by 'appraisal delay' in seeking medical treatment. [2]

(b) Suggest **two** limitations of the study by Safer et al. (1979). [4]

(c) Describe **one** other model that explains why people might delay seeking medical treatment. [4]

(d) Discuss the advantages and disadvantages of using interviews to gather data from people who are in a medical practitioner's waiting room. You should include a conclusion in your answer. [5]

Psychology and organisations

4 To test commitment, Mowday et al. (1979) developed and validated the Organisational Commitment Questionnaire (OCQ). Three items from this questionnaire state:

- I am willing to put in a great deal of effort beyond that normally expected in order to help this organisation be successful.
- I am proud to tell others that I am part of this organisation.
- I feel very little loyalty to this organisation.

Each is scored on a 7-point scale: 1 = strongly agree, 7 = strongly disagree.

(a) Explain what is meant by 'organisational commitment'. [2]

(b) Suggest **two** advantages of using a 7-point scale in the OCQ. [4]

(c) Suggest **two** reasons why the sample used in the validation of the OCQ was representative. [4]

(d) Discuss the evidence suggesting that measuring organisational commitment using a questionnaire like the OCQ is useful. You should consider both sides of the argument and 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 People who have been bitten by an animal may interpret this experience in different ways, and for some a phobia develops.

(a) Design a study using a questionnaire to investigate why people interpret the experience of being bitten by an animal in different ways. [10]

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

Psychology and consumer behaviour

6 **(a)** Design a field experiment to investigate the effect of different odours in a clothes shop. [10]

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

Psychology and health

7 **(a)** Design a study using an interview of people suffering from phantom limb pain to compare their current pain with their previous experience of pain in that limb. [10]

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

Psychology and organisations

8 **(a)** Design a study to investigate intrinsic motivation in workers in a factory making shoes. [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 *'Cognitive explanations of depression are too reductionist to be useful.'*

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 *'Situational factors affect behaviour in retail/leisure environments; individual factors do not.'*

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 *'A clinical interview will always reveal more about pain than any psychometric measure.'*

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 *'Measuring sabotage using a questionnaire will never provide useful data.'*

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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