Cambridge Assessment International Education

Cambridge International AS & A Level

PSYCHOLOGY **9990/41**

Paper 4 Specialist Options: Application **May/June 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 Griffiths (2005) refers to a case of a person addicted to gambling who says:
'If I wasn't actually gambling I was spending the rest of my time working out clever little schemes to obtain money to feed my habit. These two activities literally took up all my time.'
This quote is typical of gambling and many other types of addictive behaviours, including pyromania and kleptomania.

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

(b) Give **two** components of any addiction outlined by Griffiths (2005). [4]

(c) Suggest **two** ways to measure a person's addiction to gambling, other than using a questionnaire. [4]

(d) Discuss the strengths and weaknesses of using questionnaires to measure kleptomania. You should include a conclusion in your answer. [5]

Psychology and consumer behaviour

2 Porublev et al. (2009) gathered qualitative data to investigate whether a gift should be wrapped or not, because of the expectations surrounding the use of gift-wrapping.

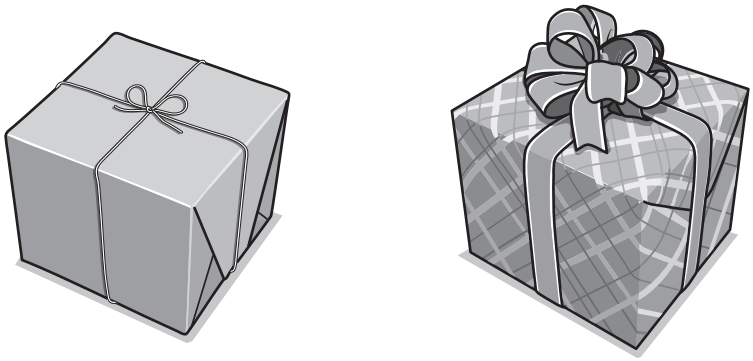


Fig. 2.1 Examples of wrapped gifts

(a) Explain the **two** key expectations surrounding the use of gift-wrapping. [2]

(b) Porublev et al. only collected qualitative data.

Give **two** ways in which qualitative data was gathered in this study. [4]

(c) **(i)** Explain what is meant by the term 'reliability'. [2]

(ii) Suggest how the reliability of the qualitative data gathered in this study could be assessed. [2]

(d) Discuss the advantages and disadvantages of using qualitative data to assess gift-wrapping preference. You should include a conclusion in your answer. [5]

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Psychology and health

3 Newspaper headline: Doctors with a directing style give more satisfaction.
Savage and Armstrong (1990) studied patient satisfaction with different consultation styles. Patients who received a directing style consultation reported significantly higher levels of satisfaction on almost all measures, compared with those who received a sharing style consultation.

(a) Explain what method was used to assess patient satisfaction in the study by Savage and Armstrong (1990). [2]

(b) Explain **two** reasons why the number of participants used in the analysis of results was lower than the original number of participants. [4]

(c) **(i)** Participants were randomly selected to participate in the study.

Explain why this was important. [2]

(ii) Participants were randomly allocated to a directing or a sharing style.

Explain why this was important. [2]

(d) Discuss the advantages and disadvantages of using postal questionnaires to gather data about health preferences. You should include a conclusion in your answer. [5]

Psychology and organisations

4 In the 1920s, scientific management studies were conducted at the Hawthorne Plant of the Western Electric Company in the United States, which were known as the 'Hawthorne studies'. The aim was to investigate which physical variables could be manipulated to increase production. The findings were not as expected, leading to a conclusion called the 'Hawthorne effect'.

(a) Explain what is meant by the 'Hawthorne effect'. [2]

(b) **(i)** Describe the main independent variable (IV). [2]

(ii) Describe the dependent variable (DV). [2]

(c) Suggest **two** alternative interpretations of the results of the study, other than the Hawthorne effect. [4]

(d) Discuss the advantages and disadvantages of controlling variables when conducting field experiments on physical working conditions. 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 longitudinal study to investigate whether cognitive-behavioural therapy (CBT) manages schizophrenia effectively. [10]

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

Psychology and consumer behaviour

6 People often experience discomfort when their personal space is invaded.

(a) Design a study using a questionnaire to investigate which theory of personal space **best** explains people's discomfort in a crowded shop. [10]

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

Psychology and health

7 Prochaska et al. (1997) proposed the stages of change (transtheoretical) model.

(a) Design a longitudinal study to investigate whether a person wishing to change their health behaviour follows the stages in this model. [10]

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

Psychology and organisations

8 Accidents at work may be caused by human errors or errors in operator-machine systems.

(a) Design a study to investigate which errors result in the **most** risk of accidents for workers. [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 *'Psychometric measures, such as the Kleptomania Symptom Assessment Scale (K-SAS), provide therapists with no useful information.'*

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 like 'defending a place in a queue' (Milgram et al., 1986) should never be conducted because they are unethical.'*

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 *'Promoting healthy eating to children in schools is irrelevant; it is more important to promote healthy eating to parents in the home.'*

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 *'Group conflict can always be managed successfully.'*

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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