Cambridge Assessment International Education

Cambridge International AS & A Level

PSYCHOLOGY **9990/43**

Paper 4 Specialist Options: Application **May/June 2022**

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 In a case study by Glover, a 56-year-old married woman who had been shoplifting every day for 14 years attended treatment sessions. Her treatment used covert sensitisation with aversive imagery.

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

(b) Suggest **two** strengths of the use of a face-to-face interview by a therapist treating a patient with kleptomania. [4]

(c) Suggest why biochemical treatments might **not** be effective when treating kleptomania. [4]

(d) Discuss whether generalisations can or cannot be made from this case study. You should consider both sides of the argument and include a conclusion. [5]

Psychology and consumer behaviour

2 Dayan and Bar-Hillel (2011) conducted research on how the position of a food item on a menu influenced what participants ordered to eat. They compared four versions of menu item order. They described their sample and sampling technique in Study 1 as:

- 240 participants
- from the Hebrew University, Jerusalem
- all were students
- aged 19–35 years
- 52% female, 48% male
- recruited individually from around the campus.

(a) Suggest which sampling technique could have been used in Study 1. [2]

(b) **(i)** Suggest **one** strength of the sample used in this study. [2]

(ii) Suggest **one** weakness of the sample used in this study. [2]

(c) **(i)** Identify **two** of the versions of menu item order used in Study 1. [2]

(ii) Explain why participants were randomly allocated to a version of menu item order. [2]

(d) Discuss the strengths and weaknesses of using a laboratory experiment to study menu item order. You should include a conclusion in your answer. [5]

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Psychology and health

3 McKinstry and Wang (1991) investigated the way in which doctors' clothing influenced patients' confidence in doctors. Patients were shown photographs of different styles of doctors' clothing. Data was gathered by an interviewer asking closed questions in a structured interview.

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

(b) Give **one** strength and **one** weakness of asking closed questions as used in this study. [4]

(c) **(i)** Suggest how the quantitative data gathered for the styles in relation to confidence could be analysed. [2]

(ii) Suggest how the quantitative data gathered for the styles in relation to confidence could be shown on a graph. [2]

(d) Discuss the strengths and weaknesses of using photographs to gather information about a doctor's clothing. You should include a conclusion in your answer. [5]

Psychology and organisations

4 In just one year in the UK there were 21 deaths and 1372 injuries caused by chip pan fires. Cowpe (1989) reported on a safety campaign where two television advertisements were shown in ten regions of the UK between 1976 and 1982.

(a) Suggest the type of experiment used in this study. [2]

(b) Explain how **two** safety promotion strategies were used in the television advertisements for this campaign. [4]

(c) **(i)** Explain how the effectiveness of the campaign was measured. [2]

(ii) Suggest **one** strength of gathering data in this way. [2]

(d) Discuss the strengths and weaknesses of using television to promote safety in organisations. You should include a conclusion in your answer. [5]

Section B

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

Psychology and abnormality

5 **(a)** Design a study to investigate the effectiveness of biochemical treatments for impulse control disorder. [10]

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

Psychology and consumer behaviour

6 It is suggested that people have cognitive maps of where individual food items are located in retail environments, such as supermarkets.

(a) Design a study to investigate whether people use cognitive maps to locate individual food items in a supermarket. [10]

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

Psychology and health

7 **(a)** Design a study to investigate whether doctor-centred or patient-centred practitioners are more likely to make incorrect diagnoses. [10]

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

Psychology and organisations

8 **(a)** Design a study using a questionnaire to investigate which non-monetary reward is more effective for workers in an organisation. [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 used to assess obsessive-compulsive disorder (OCD) 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 using an fMRI, such as those on pre-cognitive decisions, are of no value in understanding consumer behaviour.'*

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 biochemical test is the only accurate way to know that a person has adhered to a request to take their medication.'*

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 *'There is no difference between Alderfer's ERG theory and Maslow's hierarchy of needs.'*

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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