Cambridge Assessment International Education

Cambridge International AS & A Level

PSYCHOLOGY **9990/42**

Paper 4 Specialist Options: Application **May/June 2023**

1 hour 30 minutes

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 Paul and Lentz (1977) conducted a study with 84 patients with schizophrenia, allocating each patient to one of three types of treatment, including token economy. After more than four years, the effectiveness of each treatment was compared. Alternatively, schizophrenia can be treated using biochemical techniques.

(a) Outline how operant conditioning explains token economy. [2]

(b) Outline the findings about the effectiveness of token economy from this study. [4]

(c) Suggest **two** reasons why an independent measures design was a better choice for this study than any other experimental design. [4]

(d) Discuss the strengths and weaknesses of using biochemical techniques to treat schizophrenia. You should include a conclusion in your answer. [5]

Psychology and consumer behaviour

2 Gil et al. (2009) used closed-circuit television (CCTV) to record shopper movement patterns in a supermarket. Fig. 2.1 shows the movement pattern for a 'short trip' shopper. Shoppers were interviewed twice, with the second being an extensive interview when the shoppers left the supermarket.

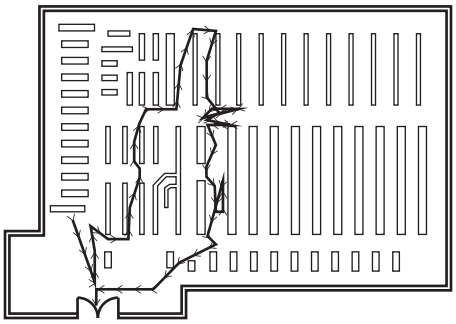


Fig. 2.1

(a) Suggest how **one** ethical guideline could have been followed in this study. [2]

(b) Explain **two** types of movement pattern identified by the CCTV recordings, other than 'short trip'. [4]

(c) **(i)** Explain **one** feature of the interviews conducted with shoppers in this study. [2]

(ii) Give **one** strength of using the feature you explained in **(c)(i)** in this study. [2]

(d) Discuss the strengths and weaknesses of using CCTV to investigate shopper behaviour. You should include a conclusion in your answer. [5]

Psychology and health

3 Using a sample of 3000 healthy men aged 39–59, Friedman and Rosenman (1974) found that those men with a Type A personality experienced more stress-related ill-health over a period of nine years than men with a Type B personality.

(a) Explain **one** physiological effect that stress may have on health. [2]

(b) Explain **two** characteristics of a Type A personality. [4]

(c) Suggest **two** causes of stress, other than personality. [4]

(d) Discuss the strengths and weaknesses of conducting longitudinal studies to measure stress. You should include a conclusion in your answer. [5]

Psychology and organisations

4 Blau and Boal (1987) proposed a model to explain how job involvement and organisational commitment could interact to affect turnover and absenteeism in workers. Each interaction of job involvement and organisational commitment produces different worker behaviours. Each interaction is represented by a letter (W, X, Y, Z) in Fig. 4.1.

		Job involvement	
		High	**Low**
Organisational commitment	**High**	W	X
	Low	Y	Z

Fig. 4.1

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

(b) **(i)** Explain what Blau and Boal's model predicts about workers' behaviour in 'Z'. Do **not** refer to absenteeism in your answer. [2]

(ii) Explain what Blau and Boal's model predicts about workers' behaviour in 'X'. Do **not** refer to absenteeism in your answer. [2]

(c) Outline **two** of the four categories of absence identified by Blau and Boal. [4]

(d) Discuss the strengths and weaknesses of using absenteeism to measure organisational commitment. 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 using observation to investigate the frequency of the characteristics of schizophrenia spectrum and psychotic disorders. [10]

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

Psychology and consumer behaviour

6 Advertising can be made more effective using a slogan. Two kinds of slogans are 'jingle slogans' (slogans with music) and 'non-jingle slogans' (slogans without music).

(a) Design a study to investigate whether jingle slogans are recalled significantly more than non-jingle slogans. [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 a stress-prevention technique is more effective for women than men. [10]

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

Psychology and organisations

8 **(a)** Design an experiment to investigate which is the more effective way to motivate workers in your organisation, bonuses or performance-related pay. [10]

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

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Section C

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

Psychology and abnormality

9 *'All impulse control disorders are caused by high levels of dopamine.'*

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 *'It is essential to collect both qualitative and quantitative data when conducting studies about the effect of brand recognition in children.'*

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 repeat prescription 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 *'Job satisfaction can only be assessed effectively using open-ended questions.'*

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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