Cambridge Assessment International Education

Cambridge International AS & A Level

PSYCHOLOGY **9990/42**

Paper 4 Specialist Options: Application and Research Methods **May/June 2024**

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 Lovell et al. (2006) on the treatment of obsessive-compulsive disorder:

(a) **(i)** Identify **two** criteria that were necessary for participants to meet to be included in the study. [2]

(ii) Outline **two** reasons why some participants were excluded from the study. [2]

(b) Suggest why Lovell et al. did **not** include a control group in their study. [2]

(c) Explain **two** strengths of excluding some participants from studies on obsessive-compulsive disorder (OCD). [4]

2 Kleptomania can be assessed using the Kleptomania Symptom Assessment Scale (K-SAS).

(a) State **one** question used on the K-SAS. [2]

(b) Suggest **one** way that the reliability of the K-SAS could be tested. [2]

(c) Explain **two** weaknesses of the K-SAS. [4]

Consumer Psychology

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

3 From the key study by Snyder and DeBono (1985) on consumer personality and advertising:

(a) Describe the procedure of study 3. [4]

(b) Suggest how **one** ethical guideline was broken in study 3. [2]

(c) Explain **one** strength and **one** weakness of using a telephone interview to investigate 'consumer personality and advertising'. [4]

4 The central gaze cascade effect in positioning a product has been investigated using eye-tracking.

(a) Outline the findings of **one** study that has used eye-tracking to investigate the central gaze cascade effect (e.g. Atalay et al., 2012). [2]

(b) Suggest **one** way to investigate the central gaze cascade effect, other than using eye-tracking. [2]

(c) Explain **two** weaknesses of using eye-tracking to investigate the central gaze cascade effect. [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. (2016) on pain assessments by doctors, parents and children:

(a) **(i)** Outline **one** rating scale completed by the 3–8-year-old children. [2]

(ii) Outline **one** rating scale completed by the 9–15-year-old children. [2]

(b) Suggest **one** way in which a child's pain can be assessed, other than using a rating scale. [2]

(c) Explain **two** weaknesses with the rating scales used by the 3–8-year-old children. [4]

6 Stress can be measured using sample tests for salivary cortisol, e.g. in the study by Evans and Wener (2007).

(a) Outline the procedure of **one** study that measured stress using salivary cortisol. [2]

(b) Collecting saliva to test from some groups of participants, such as children, can be difficult.

Suggest how salivary cortisol tests could be conducted with children.
Your suggestion **must** be ethical. [2]

(c) Explain **two** strengths of using a biological measure, such as salivary cortisol, to measure stress. [4]

Organisational Psychology

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

7 The key study by Landry et al. (2019) on applying self-determination theory to motivational rewards included a 'manipulation check' as part of the procedure in study 1.

(a) Describe the conditions of the independent variable used in study 1. [4]

(b) Suggest **one** effect on the results if a manipulation check had **not** been included in study 1. [2]

(c) Explain **one** strength and **one** weakness of the experimental design as used in study 1. [4]

8 Muczyk and Reimann proposed four styles of leader behaviour.

(a) Outline the 'directive autocrat' style of leader behaviour proposed by Muczyk and Reimann. [2]

(b) Suggest **one** closed question that a leader could be asked to investigate whether they have a directive autocrat style of leader behaviour. [2]

(c) Explain **two** strengths of using a structured observation to investigate the behaviour of a directive autocrat leader. [4]

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Section B

Answer **one** question from this section.

Clinical Psychology

9 **(a)** Plan a study using a questionnaire with closed questions to investigate the effectiveness of using imaginal desensitisation for treating pyromania.

Your plan must include details about:
- questionnaire technique
- rating scale. [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 questionnaire technique. [2]

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

(iii) Explain **one** reason for your choice of rating scale. [2]

Consumer Psychology

10 **(a)** Plan a study using a face-to-face interview to investigate the effectiveness of the 'disrupt-then-reframe' sales technique.

Your plan must include details about:
- question format
- sampling technique. [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 format. [2]

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

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

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Health Psychology

11 **(a)** Plan a study using a semi-structured interview to investigate whether stress inoculation training is effective.

Your plan must include details about:
- interview 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 interview technique. [2]

(ii) Explain **one** strength of a semi-structured interview in your study. [2]

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

Organisational Psychology

12 **(a)** Plan a study using an online questionnaire to investigate which type of achievement motivation is more likely to motivate workers.

Your plan must include details about:
- question format
- the sample of participants. [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 sample of participants. [2]

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

(iii) Explain **one** reason for your choice of question format. [2]

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