Cambridge International AS & A Level

Cambridge Assessment International Education
Cambridge International Advanced Subsidiary and Advanced Level

PSYCHOLOGY **9990/43**

Paper 4 Specialist Options: Application **October/November 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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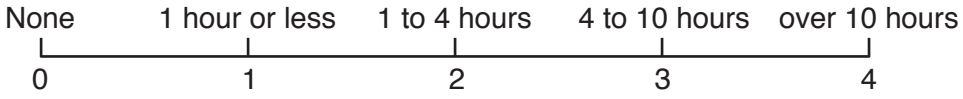
Section A

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

Psychology and abnormality

1 A question from the Kleptomania Symptom Assessment Scale (K-SAS):

During the past WEEK, approximately how many hours (add up hours) did you spend thinking about stealing? Please circle the appropriate number.



(a) Explain the characteristics of kleptomania. [2]

(b) Suggest **two** possible limitations of answers participants may give to the question above. [4]

(c) **(i)** Suggest how the reliability of the K-SAS could be assessed. [2]

(ii) Suggest how the validity of the K-SAS could be assessed. [2]

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

Psychology and consumer behaviour

2 In a study by Milgram et al. (1986), a stooge (confederate) intruded into a line of people waiting in a queue. 'Hey buddy, we've been waiting. Get off the line and go to the back!' was one of the verbal responses to the intrusion.

(a) Outline the research method used in this study. [2]

(b) Outline **two** features of a queue, according to Milgram. [4]

(c) The behaviour of the people in the queue during the intrusion was observed in three response categories.

(i) Identify the **two** response categories used, other than verbal objections. [2]

(ii) Give **one** example of an observed response from **each** of the two categories you have identified in **(c)(i)**. [2]

(d) Discuss the advantages and disadvantages of using a stooge (confederate) in studies of consumer behaviour. You should include a conclusion in your answer. [5]

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Psychology and health

3 Newspaper headline: Imagine a pleasant scene that makes you smile.

According to psychologist Linda Bridge, the stress of patients suffering from breast cancer can be reduced if they are taught to imagine a pleasant scene while they are relaxing. Bridge et al. (1988) found that after six weeks of using 'imagery plus relaxation', patients felt much better than those who had just relaxed or those who had no stress relief intervention.

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

(b) Outline **two** reasons why imagery was successful, according to Bridge et al. (1988). [4]

(c) **(i)** Explain what experimental design was used in the study by Bridge et al. (1988). [2]

(ii) Outline **one** disadvantage of this design. [2]

(d) Discuss the evidence suggesting that using longitudinal studies to gather data on people who are ill, is useful. You should consider both sides of the argument and include a conclusion in your answer. [5]

Psychology and organisations

4 There are five job facets in the job descriptive index (JDI) (Smith et al., 1969).

One question from the JDI asks about the co-worker facet:

Think of the majority of people with whom you work or meet in connection with your work.

How well does each of the following words or phrases describe these people?

__ Stimulating *__ Intelligent* *__ Frustrating* *__ Stubborn*

'Y' for 'Yes' if it describes the people with whom you work
'N' for 'No' if it does not describe them
'?' for 'do not know' if you cannot decide

(a) Explain how the JDI is scored. [2]

(b) Give **two** ways in which job satisfaction can be measured using questionnaires, other than the JDI. [4]

(c) Outline **two** job facets measured by the JDI, other than the co-worker facet. [4]

(d) Discuss the advantages and disadvantages of measuring job satisfaction using a 'yes/no/do not know' scale. 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 an observation to investigate whether a person has generalised anxiety disorder. [10]

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

Psychology and consumer behaviour

6 **(a)** Design a study using a questionnaire to investigate the effectiveness of the 'disrupt-then-reframe' sales technique. [10]

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

Psychology and health

7 **(a)** Design an experiment to investigate the effectiveness of 'attention diversion' for patients during a painful medical procedure. [10]

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

Psychology and organisations

8 **(a)** Design a study to investigate to what extent the manager of a clothes factory demonstrates 'levels of leadership'. [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 *'All impulse control disorders are caused by a person receiving positive reinforcement after engaging in a particular behaviour.'*

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 *'Descriptive food names do not influence perception of food; people will eat what they like.'*

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 *'There is no need to have different measures of pain specifically for children.'*

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 *'Work absenteeism is always a sign of work dissatisfaction.'*

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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