Cambridge Assessment International Education

Cambridge International AS & A Level

PSYCHOLOGY **9990/43**

Paper 4 Specialist Options: Application **October/November 2020**

1 hour 30 minutes

4299992403

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. Blank pages are indicated.

© UCLES 2020

Section A

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

Psychology and abnormality

1 The case study of little Albert

An experimenter made a loud noise behind little Albert who jumped, gasped and raised his arms. The second time the experimenter did this, Albert trembled and almost cried. The third time, Albert cried suddenly. So the experimenter had shown that an emotional situation in the laboratory could produce fear and crying in a child.

(a) Outline the psychological explanation of phobias on which this case study is based. [2]

(b) Suggest **one** reason why this case study could be considered unethical. [2]

(c) **(i)** Suggest **one** generalisation that can be made from this case study. [2]

(ii) Suggest **two** reasons why the findings of this case study **cannot** be generalised. [4]

(d) Discuss the advantages and disadvantages of conducting research on phobias in a laboratory. You should include a conclusion in your answer. [5]

Psychology and consumer behaviour

2 Wansink et al. (2005) investigated the effect of food names.

Cathy: 'I think I'll have Traditional Cajun Red Beans with Rice and Grandma's Zucchini Cookies for lunch today. What will you have?'
Julia: 'I think I'll have Grilled Chicken and Chocolate Pudding.'

(a) Identify the **two** conditions of the independent variable (IV) in the study by Wansink et al. (2005). [2]

(b) **(i)** Explain how the conditions of the IV were rotated (counterbalanced). [2]

(ii) Suggest why the conditions of the IV were rotated (counterbalanced). [2]

(c) The participants were asked open-ended questions, including 'Comment on the food'.

Suggest **one** strength and **one** weakness of using open-ended questions in this study. [4]

(d) Discuss the advantages and disadvantages of conducting field experiments to investigate the effect of food names on consumers. [5]

© UCLES 2020

Psychology and health

3 Munchausen syndrome is an extreme type of factitious disorder. The case study by Aleem and Ajarim (1995) describes a patient with Munchausen syndrome, who first appeared to have an immune deficiency.

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

(b) Identify **two** essential and **two** supporting diagnostic features of Munchausen syndrome, according to Aleem and Ajarim. [4]

(c) **(i)** Describe the result of **one** named physical examination used in this study. [2]

(ii) Suggest **one** advantage of a physical examination over a clinical interview, using an example from this study. [2]

(d) Discuss the advantages and disadvantages of case studies to gather data on factitious disorders like Munchausen syndrome. You should include a conclusion in your answer. [5]

Psychology and organisations

4 Hackman and Oldham (1976) used several different ways to collect data for their job characteristics model:

- the self-report Job Diagnostic Survey (JDS) was administered to groups of employees
- supervisors and the researchers completed the Job Rating Form
- members of management were asked to rate the work performance of each worker
- absence data was obtained from company records.

(a) Explain what is meant by the 'job characteristics model'. [2]

(b) Outline **two** psychological states identified by this model. [4]

(c) **(i)** Suggest **one** strength of using absence data from company records. [2]

(ii) Suggest **one** weakness of using members of management to rate each worker. [2]

(d) Discuss the advantages and disadvantages of using self-reports to gather data on job satisfaction. You should include a conclusion in your answer. [5]

© UCLES 2020

Section B

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

Psychology and abnormality

5 **(a)** Design a study to investigate phobias of horses in boys. [10]

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

Psychology and consumer behaviour

6 **(a)** Design a laboratory experiment to investigate the effect of 'eye magnets' when choosing an item of food on a menu. [10]

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

Psychology and health

7 **(a)** Design a longitudinal study to investigate whether stress has a negative effect on health. [10]

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

Psychology and organisations

8 **(a)** Design a study to investigate how much time is spent managing group conflict by people at different levels of management. [10]

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

© UCLES 2020

Section C

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

Psychology and abnormality

9 *'Exposure and response prevention is always successful in treating obsessive-compulsive and related disorders.'*

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 *'Determinism: retail store architecture controls how shoppers behave.'*

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 *'All patients would rather disclose to a computer than a human, in order to be diagnosed.'*

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 measured effectively using closed questions.'*

To what extent do you agree with this statement? Use examples of research you have studied to support your answer. [12]

© UCLES 2020

BLANK PAGE

BLANK PAGE

BLANK PAGE

Permission to reproduce items where third-party owned material protected by copyright is included has been sought and cleared where possible. Every reasonable effort has been made by the publisher (UCLES) to trace copyright holders, but if any items requiring clearance have unwittingly been included, the publisher will be pleased to make amends at the earliest possible opportunity.

To avoid the issue of disclosure of answer-related information to candidates, all copyright acknowledgements are reproduced online in the Cambridge Assessment International Education Copyright Acknowledgements Booklet. This is produced for each series of examinations and is freely available to download at www.cambridgeinternational.org after the live examination series.

Cambridge Assessment International Education is part of the Cambridge Assessment Group. Cambridge Assessment is the brand name of the University of Cambridge Local Examinations Syndicate (UCLES), which itself is a department of the University of Cambridge.

© UCLES 2020