Cambridge Assessment International Education

Cambridge International AS & A Level

PSYCHOLOGY **9990/42**

Paper 4 Specialist Options: Application **October/November 2023**

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 Generalised anxiety is a disorder that can be caused by a wide range of situations or events, rather than one specific event. Whereas for phobias, it is possible to have a specific phobia, such as an animal phobia. Generalised anxiety can be measured using the GAD-7.

(a) Outline **two** characteristics of generalised anxiety, other than it being caused by a wide range of situations or events, rather than one specific event. [2]

(b) Explain how the GAD-7 measures generalised anxiety. [4]

(c) Outline **two** case studies that investigated a child with an animal phobia. [4]

(d) Discuss the strengths and weaknesses of using psychometric tests, such as the GAD-7, to measure generalised anxiety. You should include a conclusion in your answer. [5]

Psychology and consumer behaviour

2 Eye-tracking is the technique of using scientific equipment to measure eye movements. Atalay et al. (2012) investigated the central gaze cascade effect using both laboratory and 'offline'/real-life contexts. They used eye-tracking to study whether the shelf position of an item affected whether it was chosen by participants.

(a) Explain what is meant by the term 'central gaze cascade effect' in this study. [2]

(b) Suggest **two** strengths of using eye-tracking to gather data in this study. [4]

(c) **(i)** Explain how Study 2 was conducted in an 'offline'/real-life context. [2]

(ii) Explain **one** finding from Study 2. [2]

(d) Discuss the strengths and weaknesses of using laboratory experiments to gather data on consumer product choice. You should include a conclusion in your answer. [5]

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Psychology and health

3 It is possible that doctors use medical terminology that patients do not understand. McKinlay (1975) conducted a study into the words which the doctors used in a maternity hospital. Thirteen words that could be misunderstood were used in the study. Patients, categorised as 'utiliser' and 'under-utiliser', were interviewed and their qualitative answers were recorded.

(a) Explain how the participants' knowledge of these thirteen words was assessed in the interview. [2]

(b) Outline **two** findings from this study. [4]

(c) **(i)** Explain **one** strength of gathering qualitative data in this study. [2]

(ii) Suggest how the reliability of the data in this study could be assessed. [2]

(d) Discuss the strengths and weaknesses of using face-to-face interviews to gather data about patient medical knowledge. You should include a conclusion in your answer. [5]

Psychology and organisations

4 Sabotage quotes from workers:

Ron: 'When I worked in a car factory, I would put a banana in a door panel. The new car would smell for weeks.'

John: 'When at work in a factory, I would force a wire basket into the machinery. It gave us a 20-minute break while it was fixed.'

Giacalone and Rosenfeld (1987) conducted a study using a questionnaire with a 7-point scale. They classified sabotage into different methods/forms (actions workers used to sabotage) and different reasons (why workers sabotaged).

(a) Identify **two** reasons for sabotage as identified by Giacalone and Rosenfeld. [2]

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

(c) Suggest **two** ways in which sabotage could be investigated, other than by questionnaire. [4]

(d) Discuss the strengths and weaknesses of using closed questions to gather data from workers about sabotage in their organisation. 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 a questionnaire to investigate the frequency of characteristics of addiction in a group of individuals diagnosed with a gambling disorder. [10]

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

Psychology and consumer behaviour

6 Menu 'eye magnets' include the font size and font colour of the menu items.

(a) Design an experiment to investigate which eye magnet leads to the **most** increased orders. [10]

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

Psychology and health

7 Lau et al. (1990) studied beliefs about health change in adolescents using questionnaires.

(a) Design a longitudinal study using an interview to investigate beliefs about health change in adults. [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 'hygiene' and 'motivator' factors (Herzberg, 1959) are **most** likely to cause job satisfaction/job dissatisfaction. [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 *'A case study of a person with an impulse control disorder, such as kleptomania, will reveal more about the characteristics of the disorder than any other method.'*

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 *'If space between restaurant tables is too small it will always cause overload, arousal and behaviour constraint in customers.'*

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 *'Disclosure of information to a computer will one day remove the need for diagnosis by a doctor.'*

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 *'Scouller's levels of leadership theory is reductionist, as are all leadership theories.'*

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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