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Cambridge Assessment International Education

Cambridge International AS & A Level

CANDIDATE NAME

CENTRE NUMBER

CANDIDATE NUMBER

2522034493

PSYCHOLOGY **9990/22**

Paper 2 Research Methods **October/November 2024**

1 hour 30 minutes

You must answer on the question paper.

No additional materials are needed.

INSTRUCTIONS

- Answer **all** questions.
- Use a black or dark blue pen. You may use an HB pencil for any diagrams or graphs.
- Write your name, centre number and candidate number in the boxes at the top of the page.
- Write your answer to each question in the space provided.
- Do **not** use an erasable pen or correction fluid.
- Do **not** write on any bar codes.

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 **12** pages.

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Section A

Answer **all** questions.

1 In the study by Milgram the variable of 'obedience' was measured.

Describe the measure of obedience used.

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..... [2]

2 **(a)** Explain **one** similarity and **one** difference between a positive correlation and a negative correlation.

Similarity .....

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Difference .....

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[2]

(b) Describe **one** example of a correlation from the study by Hassett et al. (monkey toy preferences).

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3 In the study by Bandura et al. (aggression), details are not given about consent from the parents or the children.

(a) Explain what is meant by 'informed consent'.

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(b) Suggest how informed consent could have been obtained from the children in this study in a way that they would have understood.

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4 Daniel used a sample of 20 participants in a laboratory experiment using a repeated measures design. He had two conditions:

- listening to loud music
- listening to quiet music.

(a) Outline what is meant by a 'repeated measures design'. Include an example from Daniel's study.

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(b) **(i)** Outline what is meant by 'counterbalancing'. Include an example from Daniel's study.

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(ii) Explain **one** strength of a repeated measures design, other than the use of counterbalancing.

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5 Describe the techniques of 'paper and pencil' questionnaires and 'online' questionnaires, using any example(s).

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6 Mohsin is investigating whether colour affects supermarket shoppers' food choices. He is comparing healthy and unhealthy snacks that are displayed in blue or green packaging. He spends two weeks conducting a field experiment.

In Week 1 he displays the following combination:
- healthy snacks in blue packets
- unhealthy snacks in blue packets.

In Week 2 he displays the following combination:
- healthy snacks in green packets
- unhealthy snacks in green packets.

Mohsin counts the number of each packet sold.

(a) Identify the **two** independent variables (IVs) in Mohsin's study.

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2 .....

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[2]

(b) Mohsin will continue his experiment for two more weeks. This is to be certain that only the independent variables are affecting the dependent variable.

(i) State the **two** other combinations that Mohsin should display in the additional weeks.

In one week he should display the following combination:

- .....
- ..... .

In the other week he should display the following combination:

- .....
- ..... .

[2]

(ii) Explain why the two combinations that you stated in part **(b)(i)** would be useful.

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(c) Define the term 'population'.

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(d) Outline the population being studied by Mohsin.

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7 Jenny has noticed that some of her school friends doodle and some do not doodle. This may be because some of her friends are more creative than others. She plans to explore this difference using a questionnaire.

(a) (i) Write **one** closed question that Jenny could use to investigate the creativity of her friends.

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..... [1]

(ii) Write **one** open question that Jenny could use to investigate the creativity of her friends.

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..... [1]

(b) Jenny's friends study different subjects at school.

Suggest why differences between the subjects they study could also explain the differences in doodling.

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(c) Jenny wants to conduct an overt observation of her friends doodling. She wants to do this the day after they complete the questionnaire.

Suggest why this may **not** produce valid results.

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8 Parul has conducted a study about happiness. She has counted the number of her colleagues who are smiling when they arrive at work on Monday and on Friday. Fig. 8.1 shows a graph of her results.

(a) Write axis headings for the *x*-axis and the *y*-axis on Fig. 8.1.

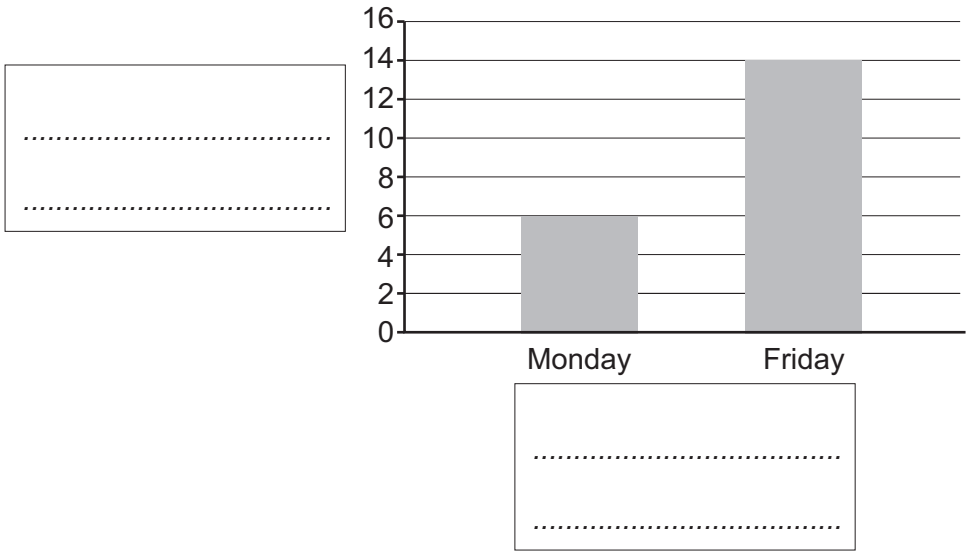


Fig. 8.1

[2]

(b) Parul's friend says that she should have conducted the study for more than one week.

Explain **one** reason why it would have been better to have conducted the study for more than one week.

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(c) Parul counted the number of colleagues smiling but now thinks this may not have been the best way to measure happiness.

(i) Suggest **one** other way that Parul could have measured happiness.

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(ii) For the measure of happiness you suggested in part **(c)(i)**:

Explain **one** advantage of this measure of happiness compared with counting the number of colleagues smiling.

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Section B

Answer **all** questions.

9 Lixin is investigating the social behaviour of adults. He plans to observe adults in a town centre during their lunch break.

(a) Describe how Lixin could conduct an observational study using a structured observation to investigate the social behaviour of adults in a town centre during their lunch break.

Do **not** describe sample/sampling technique or ethical issues/guidelines in your answer.

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(b) (i) Explain how **one** feature of the procedure you described in part **(a)** helps to make the study valid.

Do **not** refer to sampling or ethics in your answer.

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(ii) Explain how **one** feature of the procedure you described in part **(a)** could be a problem for the validity of the study.

Do **not** refer to sampling or ethics in your answer.

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