Cambridge Assessment International Education

Cambridge International AS & A Level

PSYCHOLOGY **9990/43**

Paper 4 Specialist Options: Application and Research Methods **October/November 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 Oruč et al. (1997) on mood (affective) disorders:

(a) **(i)** Outline what is meant by a clinical interview. [2]

(ii) Outline **one** reason why the participants were interviewed. [2]

(b) The interviews were reviewed by a second psychiatrist.

Suggest **one** effect there could have been on the results if the interviews had **not** been reviewed by a second psychiatrist. [2]

(c) Explain **one** strength and **one** weakness of a clinical interview as used in this study. [4]

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

(b) Suggest **one** way in which pyromania could be measured, other than by self-report. [2]

(c) Explain **two** strengths of using self-report to measure pyromania. [4]

Consumer Psychology

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

3 From the key study by Hall et al. (2010) on choice blindness for food items:

(a) **(i)** Outline the sample of participants used in this study. [2]

(ii) Outline the sampling technique that was used to recruit the participants. [2]

(b) Suggest **one** sampling technique that could have been used to recruit participants for this study, other than the technique used by Hall et al. [2]

(c) Explain **one** strength and **one** weakness of the sampling technique you suggested in part **(b)**. [4]

4 **(a)** Explain what is meant by a 'customer-focused' sales technique. [2]

(b) Suggest **one** effect a customer-focused sales technique could have on the buyer–seller relationship when buying a new car. [2]

(c) Explain **one** strength and **one** weakness of a 'competitor-focused' sales technique. [4]

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Health Psychology

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

5 From the key study by Savage and Armstrong (1990) on the effect of practitioner style on patient satisfaction:

(a) **(i)** Outline how participants were recruited for the study. [2]

(ii) Outline how participants were randomly allocated to the conditions of the study. [2]

(b) Suggest **one** problem if participants had **not** been randomly allocated to the conditions of the study. [2]

(c) Explain **two** strengths of the use of random allocation in this study. [4]

6 **(a)** Outline the psychological treatment of 'attention diversion' to manage and control pain. [2]

(b) Suggest **one** alternative treatment that could be used for managing and controlling shoulder pain, other than a biological or psychological treatment. [2]

(c) Explain **one** strength and **one** weakness of using attention diversion to manage pain. [4]

Organisational Psychology

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

7 From the key study by Swat (1997) on monitoring accidents and risk events:

(a) **(i)** Explain what is meant by the term 'accident frequency' as used in this study. [2]

(ii) State which **two** industrial plants had the highest accident frequency (rate). [2]

(b) Suggest **one** way in which accidents in industrial plants can be reduced. [2]

(c) Explain **one** strength and **one** weakness of measuring accident frequency. [4]

8 **(a)** Outline what Maslow meant by 'physiological needs' and 'social needs'. [2]

(b) Suggest **one** way in which achievement of social needs could be measured, other than by interview. [2]

(c) Explain **one** strength and **one** weakness of using a telephone interview to gather data on need theories of motivation. [4]

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Section B

Answer **one** question from this section.

Clinical Psychology

9 **(a)** Plan an experiment to investigate which anti-depressant drug is more effective for treating depression.

Your plan must include details about:
- experimental design
- type of experiment. [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 experiment. [4]

(c) **(i)** Explain **one** reason for your choice of experimental design. [2]

(ii) Explain **one** weakness of your choice of experimental design. [2]

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

Consumer Psychology

10 **(a)** Plan a study using a questionnaire with closed questions to investigate the effectiveness of multiple unit pricing on purchases from a supermarket.

Your plan must include details about:
- the questionnaire technique
- descriptive statistics. [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 using closed questions in your study. [2]

(iii) Explain **one** reason for your choice of descriptive statistics. [2]

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Health Psychology

11 **(a)** Plan a study using a face-to-face interview to investigate patients' preference for the clothing their doctors wear.

Your plan must include details about:
- question scoring/interpretation
- interview format. [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 scoring/interpretation. [2]

(ii) Explain **one** weakness of using a face-to-face interview in your study. [2]

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

Organisational Psychology

12 **(a)** Plan an experiment to investigate the effect of **one** physical work condition, other than temperature, on the productivity of workers.

Your plan must include details about:
- dependent variable
- ethical guidelines. [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 experiment. [4]

(c) **(i)** Explain **one** reason for your choice of dependent variable. [2]

(ii) Explain **one** weakness with your choice of type of experiment. [2]

(iii) Explain **one** reason for your choice of an ethical guideline that you followed. [2]

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