

General Certificate of Education  
January 2003  
Advanced Subsidiary Examination



**PSYCHOLOGY (SPECIFICATION A) PYA3**  
**Unit 3 Social Psychology and Research Methods**

Friday 10 January 2003 Morning Session

**In addition to this paper you will require:**  
an 8-page answer book.

Time allowed: 1 hour

**Instructions**

- Σ Use blue or black ink or ball-point pen.
- Σ Write the information required on the front of your answer book. The *Examining Body* for this paper is AQA. The *Paper Reference* is PYA3.
- Σ In Section A answer **one** question. You should attempt **all** parts of the question you choose.
- Σ In Section B answer **all** parts of the question.
- Σ Do all rough work in the answer book. Cross through any work you do not want marked.

**Information**

- Σ The maximum mark for this paper is 62.
- Σ Mark allocations are shown in brackets.
- Σ In addition to the mark allocations indicated within the paper, you will be awarded up to 2 marks for your ability to organise and present information, ideas, descriptions and arguments clearly and logically. Account will be taken of your use of grammar, punctuation and spelling and the legibility of your handwriting.

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**SECTION A – SOCIAL PSYCHOLOGY**

Answer **one** question from this Section.

You should attempt **all** parts of the question you choose.

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**1****Total for this question: 30 marks**

- (a) Outline **one** explanation of why people yield to majority influence and **one** explanation of why people yield to minority influence. *(3 marks + 3 marks)*
- (b) Describe the findings and conclusions of **one** study of obedience to authority. *(6 marks)*
- (c) Outline and evaluate some of the ways in which psychologists have dealt with ethical issues raised by social influence research. *(18 marks)*

**2****Total for this question: 30 marks**

- (a) What is meant by:
- (i) obedience;
  - (ii) majority influence;
  - (iii) minority influence?
- (2 marks + 2 marks + 2 marks)*
- (b) Outline findings of research into conformity (majority influence). *(6 marks)*
- (c) “Some studies of obedience are criticised for lacking experimental validity, others for lacking ecological validity and others for lacking both.”
- To what extent have studies of obedience been shown to lack validity? *(18 marks)*

**SECTION B – RESEARCH METHODS**

Answer **all** parts of the question.

3

**Total for this question: 30 marks**

A local authority was concerned about the amount of under-age drinking in the area. As part of a long-term strategy to try and eliminate this activity, the local authority asked a group of psychology students to help design a questionnaire to be used in a survey of local school children in the area.

The following is an extract from the questionnaire:

<b>-2-</b>	
<b>4</b> Do you drink alcoholic drinks?	Yes/No
<b>5</b> How many units of alcohol do you consume, on average, each week?	<input type="checkbox"/>
<b>6</b> What age can you legally buy alcoholic drinks in a pub?	<input type="checkbox"/>
<b>7</b> Why did you start consuming alcoholic drinks?	
.....	
.....	
.....	
<b>8</b> For what reasons do you consume alcoholic drinks?	
.....	
.....	
.....	

- (a) Outline **one** advantage and **one** disadvantage of using a questionnaire. *(2 marks + 2 marks)*
- (b) Explain **one** reason why a pilot study should have been carried out in the context of this survey. *(3 marks)*
- (c) (i) Identify **one** question in the extract above that would provide qualitative data. *(1 mark)*
- (ii) With reference to the question you have identified in part (i), explain why this question would produce qualitative data. *(3 marks)*
- (d) (i) Identify **one** sampling method that could have been used in this survey. *(1 mark)*
- (ii) In the context of this survey, explain **one** reason for using the sampling method you have identified in (i). *(2 marks)*

**QUESTION 3 CONTINUES ON THE NEXT PAGE**

**Turn over ►**

- (e) (i) The questions in the extract on page 3 can be criticised. Select **one** question and give **one** criticism of it. *(2 marks)*
- (ii) Re-write the question you selected so that it overcomes the criticism you identified in (i). *(2 marks)*
- (f) Describe **two** ways of making sure that this survey would be carried out in an ethically acceptable way. *(3 marks + 3 marks)*
- (g) Following the survey it was decided to conduct an observational study into under-age drinking. Outline procedures for carrying out such an observation. *(6 marks)*

**END OF QUESTIONS**