

General Certificate of Education
January 2006
Advanced Subsidiary Examination



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

PYA3

Wednesday 11 January 2006 9.00 am to 10.00 am

For this paper you must have:

- an 8-page answer book

Time allowed: 1 hour

Instructions

- Use blue or black ink or ball-point pen.
- Write the information required on the front of your answer book. The *Examining Body* for this paper is AQA. The *Paper Reference* is PYA3.
- In Section A answer **one** question. You should attempt **all** parts of the question you choose.
- In Section B answer **the** question. You should attempt **all** parts of the question.
- Do all rough work in the answer book. Cross through any work you do not want marked.
- Where the term **research** appears in a question, you may refer to theories and/or studies as appropriate.

Information

- The maximum mark for this paper is 62.
2 of these marks will be awarded for the Quality of Written Communication.
- The marks for questions are shown in brackets.
- You are reminded of the need for good English and clear presentation in your answers. All questions should be answered in continuous prose. Quality of Written Communication will be assessed in all answers.

SECTION A – SOCIAL PSYCHOLOGY

Answer **one** question from this section.

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

Where the term **research** appears in a question, you may refer to theories and/or studies as appropriate.

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

- (a) Give **two** explanations of why people yield to majority influence.
(3 marks + 3 marks)
- (b) (i) Explain **one** ethical issue that has arisen in social influence research.
(3 marks)
- (ii) Outline how psychologists could deal with the ethical issue that you have given in (i) above.
(3 marks)
- (c) ‘External validity is a broad concept and can include ecological validity.’
Briefly outline **two** studies of obedience. Consider whether such studies show external validity.
(18 marks)

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

- (a) Give **two** explanations of why people yield to minority influence.
(3 marks + 3 marks)
- (b) Describe the aims and procedures of **one** study of obedience to authority.
(6 marks)
- (c) Discuss **at least two** criticisms that have been made of research into majority influence.
(18 marks)

SECTION B – RESEARCH METHODS

Answer **the** question from this section.

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

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Total for this question: 30 marks

Every January lots of people join a gym to get fit, but then stop going after a few months. A team of psychologists decided to investigate why this happens. The psychologists contacted several gyms and asked permission to interview those people who joined during January. They put up posters in each of the gyms, asking for people to take part in their study.

Every person who agreed to take part was told the purpose of the study and their full, informed consent was obtained. In January, each participant was interviewed to find out why they had joined, and what they hoped to achieve.

Each participant was also informed that a psychologist would interview them again in a few months time to see how they were getting on.

- (a) State the aim of this study. *(2 marks)*
- (b) Outline **two** advantages of using interviews in psychological research. *(2 marks + 2 marks)*
- (c) (i) What is meant by the term demand characteristics? *(2 marks)*
(ii) Explain **one** way in which demand characteristics might affect this study. *(3 marks)*
- (d) (i) Identify the sampling method used to select participants in this study. Justify your answer. *(2 marks)*
(ii) Outline **one** weakness of the sampling method used to select participants for this study. *(2 marks)*
- (e) Outline **one** reason why a pilot study should have been carried out in this investigation. *(3 marks)*

Question 3 continues on the next page

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- (f) At the end of 4 months, the psychologists re-interviewed all the participants.
- (i) Write **one** question that the psychologists might have asked that would generate quantitative data. Explain why responses to this question would generate quantitative data. *(1 mark + 2 marks)*
 - (ii) Write **one** question that the psychologists might have asked that would generate qualitative data. Explain why responses to this question would generate qualitative data. *(1 mark + 2 marks)*
- (g) One ethical issue that was taken into account in this study was informed consent.
- (i) Identify **two** other ethical issues that the psychologists should have taken into account in this study. *(2 marks)*
 - (ii) For **each** of the ethical issues that you have given in (i) above, outline how this study could have been carried out in an ethically acceptable way. *(2 marks + 2 marks)*

END OF QUESTIONS