

General Certificate of Education
Summer 2003
Advanced Level Examination



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

PYA3

Monday 19 May 2003 Afternoon Session

In addition to this paper you will require:
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 PAY3.
- 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.

Information

- The maximum mark for this paper is 62.
- Mark allocations are shown in brackets.
- 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.

SECTION A SOCIAL PSYCHOLOGY

Answer **one** question from this section.

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

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

- (a) Outline **two** ethical issues that have arisen in psychological research. (3 marks + 3 marks)
- (b) Describe the aims and findings of **one** study of majority influence (conformity). (6 marks)
- (c) To what extent does social influence research display ecological validity? (18 marks)

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

- (a) Outline **two** psychological processes that may be involved in obedience to authority. (3 marks + 3 marks)
- (b) Outline the findings of **one** study of minority influence and give **one** criticism of this study. (3 marks + 3 marks)
- (c) "Some of the procedures used by social psychologists such as Asch, Zimbardo and Milgram are ethically questionable."

Briefly outline some of the procedures used in social influence research and evaluate whether such procedures are ethical. (18 marks)

SECTION B RESEARCH METHODS

Answer the question from this section.

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

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

A teacher in a small secondary school wanted to find out whether there was any truth in her idea that students who used a computer regularly for their homework achieved higher exam grades than those who did not.

She decided to interview a sample of 30 students taken from across the school. She tape-recorded all the interviews, with the student's permission. She later obtained their end of year exam grades from their reports.

After interviewing the students she observed the following trends:

- On average, Years 7 and 8 spent longer on the computer each week than older students (but this included time spent playing games).
- There did not seem to be any relationship between the use of a computer and grades.

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- (a) (i) Name **two** different methods that the teacher might have used to select her sample. (2 marks)
- (ii) Explain how she would have carried out **one** of the methods of selection named in part (i). (2 marks)
- (b) (i) Outline **one** advantage of using interviews in psychological research. (2 marks)
- (ii) Outline **one** weakness of using interviews in psychological research. (2 marks)
- (c) Outline **one** way in which the teacher could check the reliability of the data concerning computer use she collected from the interviews with the students. (2 marks)
- (d) What is meant by the term validity? (2 marks)
- (e) Give **one** factor that could affect the validity of the interviews with the students. (2 marks)
- (f) Identify **one** ethical issue that the teacher might have considered and explain how she might have dealt with it. (1 mark + 2 marks)
- (g) (i) Suggest an appropriate way of calculating a measure of central tendency for the time students spent on the computer each week. (2 marks)
- (ii) Outline **one** disadvantage of the measure of central tendency you have identified in (i). (2 marks)
- (h) The teacher decided to conduct an experiment to see whether giving students more time using computers would improve their exam grades.
- (i) Suggest a non-directional hypothesis for this experiment. (2 marks)
- (ii) Identify an appropriate experimental design. (1 mark)
- (iii) Using the design identified in (ii) outline the procedures that could be used for this experiment. (6 marks)

END OF QUESTIONS