

General Certificate of Education
June 2005
Advanced Subsidiary Examination



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

PYA3

Thursday 26 May 2005 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 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.

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) Explain what is meant by the terms:
- (i) experimental validity;
 - (ii) ecological validity. *(3 marks + 3 marks)*
- (b) Outline findings of research into majority influence (conformity). *(6 marks)*
- (c) Outline ethical issues in social influence research and assess whether psychologists have been successful in resolving such ethical issues. *(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) Explain **two** ways in which people might resist obedience. *(3 marks + 3 marks)*
- (c) Outline and evaluate research (theories **and/or** studies) into majority influence (conformity). *(18 marks)*
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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**

Research has found that people behave differently when walking past another person on a narrow path. Some people turn to face the other person (this is called an “open pass”). Other people turn away from the person (this is called a “closed pass”).

A group of psychology students set out to investigate factors that might be related to this passing behaviour. The factors were: gender, whether the person was carrying a bag and whether the person was alone, or with friends.

After conducting a pilot study, the psychology students decided to observe fellow students who were walking down a narrow path between two school buildings. The psychology students positioned themselves so that they could not be seen by the people using the path.

- (a) Give **two** advantages of conducting an observational study. *(2 marks + 2 marks)*
- (b) Why was it a good idea to carry out a pilot study for this research? *(3 marks)*
- (c) Explain how “passing behaviour” could be operationalised. *(2 marks)*
- (d) Explain why it was important that the observers could not be seen by the people using the path. *(2 marks)*
- (e) The students designed a table in which to record their observations. Show or describe what this might look like. *(3 marks)*
- (f) (i) Explain what is meant by reliability. *(2 marks)*
- (ii) Outline **one** way of ensuring the reliability of observations. *(2 marks)*
- (g) Describe **two** factors that could affect the validity of the study. *(2 marks + 2 marks)*
- (h) Describe **two** ethical issues associated with naturalistic observational research such as this. *(2 marks + 2 marks)*
- (i) The students drew a bar chart to show passing behaviour of people carrying bags (**Figure 1**).

What does this bar chart tell us about passing behaviour?

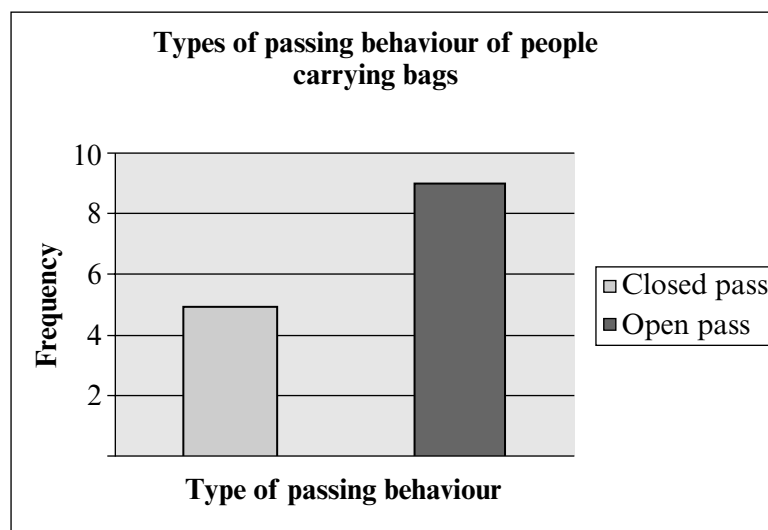


Figure 1

(2 marks)

- (j) The students then decided to design an experiment based on the information in the bar chart above (**Figure 1**). Give an appropriate experimental/alternative hypothesis for this study. *(2 marks)*

END OF QUESTIONS

THERE ARE NO QUESTIONS PRINTED ON THIS PAGE

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