

General Certificate of Education
June 2008
Advanced Subsidiary Examination



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

PYA3R

Friday 16 May 2008 1.30 pm to 2.30 pm

For this paper you must have:

- an 8-page answer book.

Time allowed: 1 hour

Instructions

- Use black ink or black 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 PYA3R.
- 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.
- Where the term **research** appears in a question, you may refer to theories and/or studies as appropriate.
- Do all rough work in the answer book. Cross through any work you do not want to be marked.

Information

- The maximum mark for this paper is 62.
Two of these marks will be awarded for using good English, organising information clearly and using specialist vocabulary where appropriate.
- The marks for questions are shown in brackets.

There are no questions printed on this page

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.

Total for this question: 30 marks

- 1** (a) Describe the procedures and findings of **one** study of minority influence. *(6 marks)*
- (b) Outline **two** explanations of how people might resist obedience. *(3 marks + 3 marks)*
- (c) Discuss **at least two** criticisms that have been made of research into majority influence. *(18 marks)*
- 2** (a) Outline **two** explanations of obedience to authority. *(3 marks + 3 marks)*
- (b) Explain **two** ethical issues that have arisen in social influence research. *(3 marks + 3 marks)*
- (c) “We are influenced by other people all the time. Sometimes it is the smaller group, the minority, that influences us.”
- Outline and evaluate research into minority influence. *(18 marks)*

Turn over for the next section

SECTION B: RESEARCH METHODS

Answer **the** question from this section. You should attempt **all** parts of the question.

Total for this question: 30 marks

- 3** A group of psychology students decided to investigate possible reasons for unhealthy behaviours: they chose to focus on smoking.

The students designed a questionnaire and gave it to other students at their university.

The following is an extract from the questionnaire.

Please circle the most appropriate answer.

1. Age: Under 18 18–25 26 and above

2. Sex: Male Female

If you smoke, please answer the following questions. If you do not smoke, please go to question 6.

3. Do you smoke? Rarely Sometimes Often

4. Why did you start smoking?

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5. Have you ever tried to stop smoking and, if so, why did you fail?

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6. Explain why smoking is dangerous to health.

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- (a) Outline **one** strength and **one** limitation of using a questionnaire. (2 marks + 2 marks)
- (b) (i) Explain what is meant by a *pilot study*. (2 marks)
- (ii) Explain why a *pilot study* should have been carried out in the context of this investigation. (2 marks)
- (c) (i) Identify **one** question in the extract above that would give **quantitative** data. (1 mark)
- (ii) Identify **one** question in the extract above that would give **qualitative** data. (1 mark)
- (iii) With reference to the question you have selected in your answer to (c) (ii), explain why it would provide qualitative data. (2 marks)
- (d) (i) Identify **one** sampling method that could have been used and explain **one** limitation of this method. (3 marks)
- (ii) In the context of this investigation, explain **one** reason for using the sampling method you have identified in your answer to (d) (i). (2 marks)
- (e) (i) The questions in the extract can be criticised. Select **one** question and give **one** criticism of it. (2 marks)
- (ii) Rewrite the question you selected so that it overcomes the criticism you identified in your answer to (e) (i). (2 marks)
- (f) Describe **two** ways of making sure that this investigation would be carried out in an ethically acceptable manner. (3 marks + 3 marks)
- (g) The questionnaire showed that 63% of the sample had tried but failed to stop smoking. The students decided to conduct follow-up interviews to explore this issue.

In the context of this investigation, explain **one** advantage of conducting these interviews. (3 marks)

END OF QUESTIONS

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