



General Certificate of Education
Advanced Level Examination
June 2014

Psychology (Specification B)

PSYB4

Unit 4 Approaches, Debates and Methods in Psychology

Wednesday 11 June 2014 9.00 am to 11.00 am

For this paper you must have:

- an AQA 16-page answer book.

Time allowed

- 2 hours

Instructions

- Use black ink or black ball-point pen.
- Write the information required on the front of your answer book. The **paper reference** is PSYB4.
- Choose **one** option from **Section A**, either **Option A** or **Option B**. Answer **all** questions on the option you choose.
- **All** questions in **Section B** and **Section C** are compulsory.
- Do all rough work in your answer book. Cross through any work you do not want to be marked.

Information

- The marks for questions are shown in brackets.
- The maximum mark for this paper is 60.
- The 12-mark questions should be answered in continuous prose. You are advised to plan your answers carefully. In these questions, you will be marked on your ability to:
 - use good English
 - organise information clearly
 - use specialist vocabulary where appropriate.

Section A Approaches in Psychology

There are two options in this section: Option A and Option B.

Choose **one** of these options. Answer **all** questions on the option you choose.

Each option carries 20 marks.

Option A

0	1
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Sophie has made new friends at her 6th Form College. She has recently passed her driving test and has the use of her parents' car. Her parents are concerned because Sophie stays out until after midnight during the week, even though she has promised to be home by 11 pm.

Explain how Sophie's parents could use **two** different types of reinforcement to encourage Sophie to be home by 11 pm.

[4 marks]

0	2
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Explain **one** similarity between the behaviourist approach and social learning theory.

[2 marks]

0	3
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Behaviourists often use animals in their research. Briefly discuss **one** strength of using animals in research and then applying the findings to human behaviour.

[2 marks]

0	4
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Outline Freud's psychodynamic theory and **one** post-Freudian theory. Compare these two theories.

[12 marks]

Option B

0 5 Ben's parents expect him to become a doctor, like his father and grandfather. He has applied to study medicine at university, but he really wants to be an actor. Ben feels that he cannot speak to his parents about becoming an actor because he thinks that they will be disappointed in him, and will not support him financially. Ben is now beginning to feel sad and miserable.

With reference to **two** features of the humanistic approach, explain how Ben's situation could affect his personal growth.

[4 marks]

0 6 To explain internal cognitive processes such as memory, cognitive psychologists often use an information processing model based on the computer analogy.

Briefly explain why computer analogies are used to help us understand human cognitive processes.

[2 marks]

0 7 Cognitive psychologists often use the experimental method in their investigations. Briefly discuss **one** strength of using experiments to investigate cognitive processes in humans.

[2 marks]

0 8 Discuss the biological approach in psychology. Refer to **at least one other** approach in your answer.

[12 marks]

Turn over for Section B

Turn over ►

Section B Debates in Psychology

Answer **all** questions in this section.

This section carries 20 marks.

0 9 Briefly explain what is meant by a 'paradigm' in science. **[1 mark]**

1 0 Explain **one** role of hypothesis testing in psychology. **[2 marks]**

1 1 Explain the role of peer review in validating research. **[3 marks]**

1 2 The approaches in psychology take different positions on the free will and determinism debate.

Briefly explain why behaviourism is considered to be a deterministic approach. **[2 marks]**

1 3 Discuss idiographic and nomothetic approaches in psychology. In your answer, refer to **at least one** topic area that you have studied in psychology. **[12 marks]**

Section C Methods in Psychology

Answer **all** questions in this section.

This section carries 20 marks.

Researchers were interested in children's use of social networking sites, such as 'Facebook' and 'Twitter'. They asked children to write an essay about their use of social networking. In their essays, the children were asked to consider how often they used social networking sites, who they communicated with and the main topics discussed.

There were 80 participants in the study: twenty children aged 13–14 years from each of four different schools in the Birmingham area. There were equal numbers of boys and girls.

Before the study began, the researchers devised a set of categories to be used to analyse the children's essays. These included the following categories: number of social networking friends; daily use of sites; topics discussed.

- 1 4** The researchers used random sampling to obtain equal numbers of boys and girls aged 13–14 years from the four schools. Outline how random sampling could have been carried out in this study. **[2 marks]**
- 1 5** Briefly explain how far the results from this study can be generalised. **[2 marks]**
- 1 6** Briefly explain why this study is an example of content analysis. **[2 marks]**
- 1 7** Briefly explain **one** strength of content analysis. **[1 mark]**
- 1 8** Outline how the reliability of the analysis of the children's essays could be checked. **[3 marks]**

Section C continues on the next page

Turn over ►

The researchers found a link between gender and daily use of social networking sites. This is shown in the table below.

Table 1 The number of boys and girls who say they do or do not use social networking sites daily

	Boys	Girls
Social networking sites used daily	11	34
Social networking sites not used daily	29	6

1 | 9 Identify an appropriate statistical test that the researchers could have used to analyse the data in Table 1. Justify your answer. **[3 marks]**

2 | 0 The results of the statistical test were significant at the 5% level. Explain what this means in relation to this study. **[2 marks]**

2 | 1 The researchers were interested in finding out detailed information about the children's experiences of bullying and social networking. They decided to carry out individual interviews with eight volunteers from the original sample. The issue of consent was dealt with before the interviews took place.

Explain how the researchers could carry out the interviews. Justify your decisions. In your answer, you should include details of the following:

- the type of interview
- a sample question
- details of the procedure to be followed
- ethical considerations, other than consent.

[5 marks]

END OF QUESTIONS

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