

Section A (60 marks)

Answer **all** questions in this section.

- 1 In the study by Loftus and Pickrell (false memories) three true stories were obtained from relatives. These stories did not include family 'folklore' or traumatic events for both practical and ethical reasons.
- Explain why family 'folklore' and traumatic events were **not** included. [4]
- 2 In the study by Baron-Cohen et al. (eyes test) no qualitative data were collected.
- (a) Explain what is meant by 'qualitative data'. [2]
- (b) Suggest why collecting qualitative data might have been useful in this study. [2]
- 3 Held and Hein (kitten carousel) used animals to study visual development whereas earlier studies had used humans.
- (a) Explain **one** reason why using animals might be better than using humans in the study of visual development. [2]
- (b) Explain **one** reason why using humans might be better than using animals in the study of visual development. [2]
- 4 The study by Milgram (obedience) was conducted in a laboratory.
- (a) Suggest why **one** feature of Milgram's laboratory setting was important to the testing of obedience. [2]
- (b) Describe **one** disadvantage of conducting this study in a laboratory setting. [2]
- 5 In the study by Haney, Banks and Zimbardo (prison simulation), self reports were used.
- (a) Identify **two** pieces of information collected about the participants using self report before the start of the simulation. [2]
- (b) Explain why **one** of these pieces of data was important to the study. [2]
- 6 From the study by Piliavin et al. (subway Samaritans):
- (a) Identify **two** aims. [2]
- (b) Describe the conclusion in relation to **one** of these aims. [2]

- 7 In the study by Bandura et al. the children in the 'aggressive model' condition were observed in a room containing 'aggressive toys' and 'non-aggressive toys'. The model had previously used some of these toys but not others.
- (a) Identify **one** aggressive toy the model had used and **one** aggressive toy the model had **not** used. [2]
- (b) Explain why each toy you identified in (a) was needed. [2]
- 8 (a) Explain what is meant by 'reliability'. [2]
- (b) Describe **one** reason why the study by Freud (little Hans) may lack reliability. [2]
- 9 The study by Nelson was an experiment. Alternatively, children's morals could be investigated using the self-report method.
- (a) Explain what is meant by the 'self-report' method. [2]
- (b) Suggest **one** disadvantage of using the self-report method to investigate children's morals. [2]
- 10 From the study by Dement and Kleitman (sleep and dreaming):
- (a) Name and outline the sampling technique used. [2]
- (b) Identify **two** features of the sample used in this study. [2]
- 11 In the study by Maguire et al. there were few differences in the routes chosen across London by the taxi drivers in the routes task.
- (a) Explain why it was important that there were few differences in the routes chosen. [2]
- (b) Describe the main difference in the results for brain activation between the routes task and the landmarks task. [2]
- 12 In the study by Demattè et al. (smells and facial attractiveness), two tones were heard before each smell presentation, a quiet one then a loud one.
- (a) Explain the purpose of these **two** tones. [2]
- (b) Suggest why it was better to use a tone rather than a light in this study. [2]
- 13 In their case study of multiple personality disorder, Thigpen and Cleckley observed Eve's behaviour.
- Describe **two** behaviours that were observed in this study. [4]

- 14 From the study by Billington et al. (empathising and systemising):
- (a) Explain how **one** ethical guideline was followed in this study. [2]
- (b) Suggest **one** ethical problem with this study. [2]
- 15 According to Veale and Riley, mirror gazing behaviour by people with body dysmorphic disorder (BDD) has been compared to the compulsive checking behaviour of people with obsessive-compulsive disorder (OCD).
- (a) Suggest **one** way in which these two behaviours could be *similar*. [2]
- (b) Suggest **one** way in which these two behaviours could be *different*. [2]

Section B (20 marks)

Answer **both** questions in this section.

- 16 Discuss the extent to which generalisations can be made from **one** of the studies listed below.
- Mann et al. (lying)
Tajfel (intergroup categorisation)
Langlois et al. (infant facial preference) [10]
- 17 Evaluate the use of observations in research using **one** of the studies listed below.
- Milgram (obedience)
Schachter and Singer (emotion)
Rosenhan (sane in insane places) [10]

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