

CANDIDATE
NAME

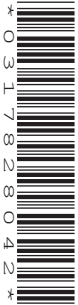
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PSYCHOLOGY

9990/23

Paper 2 Research Methods

October/November 2018

1 hour 30 minutes

Candidates answer on the Question Paper.

No Additional Materials are required.

READ THESE INSTRUCTIONS FIRST

Write your Centre number, candidate number and name in the spaces at the top of this page.

Write in dark blue or black pen.

You may use an HB pencil for any diagrams or graphs.

Do not use staples, paper clips, glue or correction fluid.

DO NOT WRITE IN ANY BARCODES.

Answer **all** questions.

At the end of the examination, fasten all your work securely together.

The number of marks is given in brackets [] at the end of each question or part question.

This document consists of **10** printed pages and **2** blank pages.

Section A

Answer **all** questions in this section.

1 Explain what is meant by the term ‘population’.

.....
.....[1]

2 There were many controlled variables in the study by Bandura et al. (aggression).

(a) (i) Explain what is meant by ‘a controlled variable’.

.....
.....[1]

(ii) Identify an example of a controlled variable from the Bandura et al. study.

.....
.....[1]

(iii) Suggest **one** advantage of controlling the variable you have identified in part (a)(ii).

.....
.....
.....
.....[2]

(b) State **one** way in which Bandura et al. helped observers to be reliable.

.....
.....[1]

3 In the study by Piliavin et al. (subway Samaritans), medians were calculated for 'time taken to help' in the Cane and Drunk conditions.

(a) State whether the median is a 'measure of central tendency' or a 'measure of spread'. Include a reason for your answer.

.....
.....
.....[1]

(b) Describe how a median is calculated, using the Piliavin et al. study as an example.

.....
.....
.....
.....[2]

(c) Name the type of graph that would be best used to show a comparison between the medians for 'time taken to help' in the Cane and Drunk conditions.

.....
.....[1]

4 From the study by Saavedra and Silverman (button phobia):

(a) Identify **two** ethical guidelines followed in this study.

1.....
.....
2.....
..... [2]

(b) For **one** of the ethical guidelines you identified in (a):

Suggest **one** disadvantage of following this ethical guideline in this study.

.....
.....
.....
..... [2]

5 Explain why low reliability would be a problem in experiments.

.....
.....
.....
..... [2]

Section B

Answer **all** questions in this section.

7 Mikko is conducting an experiment to find out whether people are more easily persuaded by advertisements that are in colour or in black and white. He has put advertisements up in one town library that are all in colour and the same advertisements in black and white in a library in another town.

(a) Explain the importance of **one** control in Mikko's experiment.

.....
.....
.....
.....
.....
..... [3]

(b) Suggest how Mikko could operationalise the **dependent** variable in his experiment.

.....
.....
..... [2]

(c) Explain whether Mikko's study is a field experiment or a natural experiment.

.....
.....
..... [2]

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