



Activity 8: Helping learners improve

Look at the candidate responses below and the mark scheme. For each response, what comments would you offer the candidates to help them improve?

Evaluate what psychologists have discovered about the sources of stress, including discussion on individual and situational explanations. [10]

Candidate response

Chandola found that there was some link between work and stress. The results showed that greater reports of work stress were associated with higher risk of CHD. This was true for fatal CHD, myocardial infarction and definite angina. The study could track development of stress over the lifetime of someone's job as it was longitudinal. This means that the study could conclude a more valid set of results even though there was some drop out.

The problem with the Holmes study is that it treats everyone the same in terms of the reactions to stress. Each life event is given an LCU value and it is claimed that all people react in the same way to the event (e.g. retirement is 45 LCUs). However, it does not take into account individual differences where some people feel no stress for finally leaving their job whilst for others it may bring money worries so they get more stressed.

Mark scheme

A range of issues could be used for evaluation. These include:

- individual versus situational explanations
- individual differences
- the use of questionnaires to measure stress
- the reductionist nature of some theories
- validity and reliability
- usefulness

For the level criteria, refer to the table on the Paper 3 mark scheme you have already been given.

Comments for improvement to the candidate

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‘Arousing fear is the most effective way to promote health.’ To what extent do you agree with this statement? Use examples of research you have studied to support your answer [12]

Candidate response

I do not agree with this statement for the following reasons. Lewin et al. (2002) assessed the effectiveness of The Angina Plan, a cognitive-behavioural disease management programme. The Angina Plan was a 70 page work-book for patients newly diagnosed with angina pectoris. It contained information about angina and this group showed a greater reduction in anxiety, depression and the frequency of angina. All of this was achieved without the use of fear but with the introduction of relaxation and knowledge about the disease. Therefore, fear is not required to promote a change in healthy behaviours. The Yale model also suggests other ways of promoting health rather than arousing fear. The person communicating the message of health change needs to be attractive and likeable. If a message is straightforward then using TV would be best, using fun visuals rather than any fear. If a health promotion campaign uses lots of fear then it is not ethical to do this as people will be much more anxious after watching being made to be fearful than they were before.

Mark scheme

For:

- Studies have shown that fear arousal promotes an increase in health behaviour (e.g. Leventhal et al.).
- Ethical argument that ‘the ends justify the means’ (e.g. some upset is acceptable if it saves a life).

Against:

- Studies have shown that fear arousal does not promote an increase in health behaviour (e.g. Janis and Feshbach, 1953).
- Ethical argument in that no person should come to any psychological harm (be upset) by any health promotion programme.
- Argument that the providing information technique (e.g. Lewin, 1992) is as, if not more, effective.
- A focus on features of communication, other than the message itself, can increase overall effectiveness of a communication (e.g. Yale model).

For the level criteria, refer to the table on the Paper 3 mark scheme you have already been given.

Comments for improvement to the candidate

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