

**OXFORD CAMBRIDGE AND RSA EXAMINATIONS**  
**AS Level**  
**H167/01**  
**PSYCHOLOGY**  
**Research methods**  
**MONDAY 16 MAY 2016: Afternoon**  
**TIME ALLOWED: 1 hour 30 minutes**  
**plus your additional time allowance**  
**MODIFIED ENLARGED 24pt**

<b>First name</b>						<b>Last name</b>					
<b>Centre number</b>						<b>Candidate number</b>					

**YOU MUST HAVE:**  
**a calculator**

**READ INSTRUCTIONS OVERLEAF**

VI\_7125316906/FP



## **INSTRUCTIONS**

**Use black ink.**

**Complete the boxes on the first page with your name, centre number and candidate number.**

**Answer ALL the questions.**

**Write your answer to each question in the space provided. If additional space is required, use the lined page(s) at the end of this booklet. The question number(s) must be clearly shown.**

## **INFORMATION**

**The total mark for this paper is 75.**

**The marks for each question are shown in brackets [ ].**

**Quality of extended response will be assessed in questions marked with an asterisk (\*).**

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## **SECTION A – Multiple choice**

**Answer ALL the questions. You should put the letter of the correct answer in the box provided.**

**1 Which experimental design was used in the Loftus and Palmer study investigating the effects of leading questions on memory?**

- A independent measures**
- B laboratory experiment**
- C matched participants**
- D repeated measures**

**Your answer**  **[1]**

**2 Peer review of a piece of new psychological research should be conducted by:**

- A a specially appointed government minister**
- B another researcher working in a different field of psychology**
- C another researcher working in the same field of psychology**
- D the head of the psychology department in the university where the research was conducted**

**Your answer**  **[1]**

**3 A psychologist has designed a new psychometric test to measure extroversion. She gives 30 participants both her test and an established personality test, and compares their scores on the two tests. What is she trying to establish by doing this?**

**A concurrent validity**

**B criterion validity**

**C ecological validity**

**D external validity**

Your answer  [1]

**4 Which of these is the name of a referencing system used to cite academic research?**

**A Cambridge**

**B Harvard**

**C Stanford**

**D Yale**

Your answer  [1]

**5 What comes first in an academic reference?**

**A abstract**

**B name of journal**

**C surname of researcher**

**D title of investigation**

Your answer

**[1]**

**6 In which section of a practical report would you find the calculations performed for an inferential statistical test?**

**A abstract**

**B appendices**

**C discussion**

**D results**

Your answer

**[1]**

**7 Which is a principle of scientific enquiry?**

**A implication**

**B induction**

**C information**

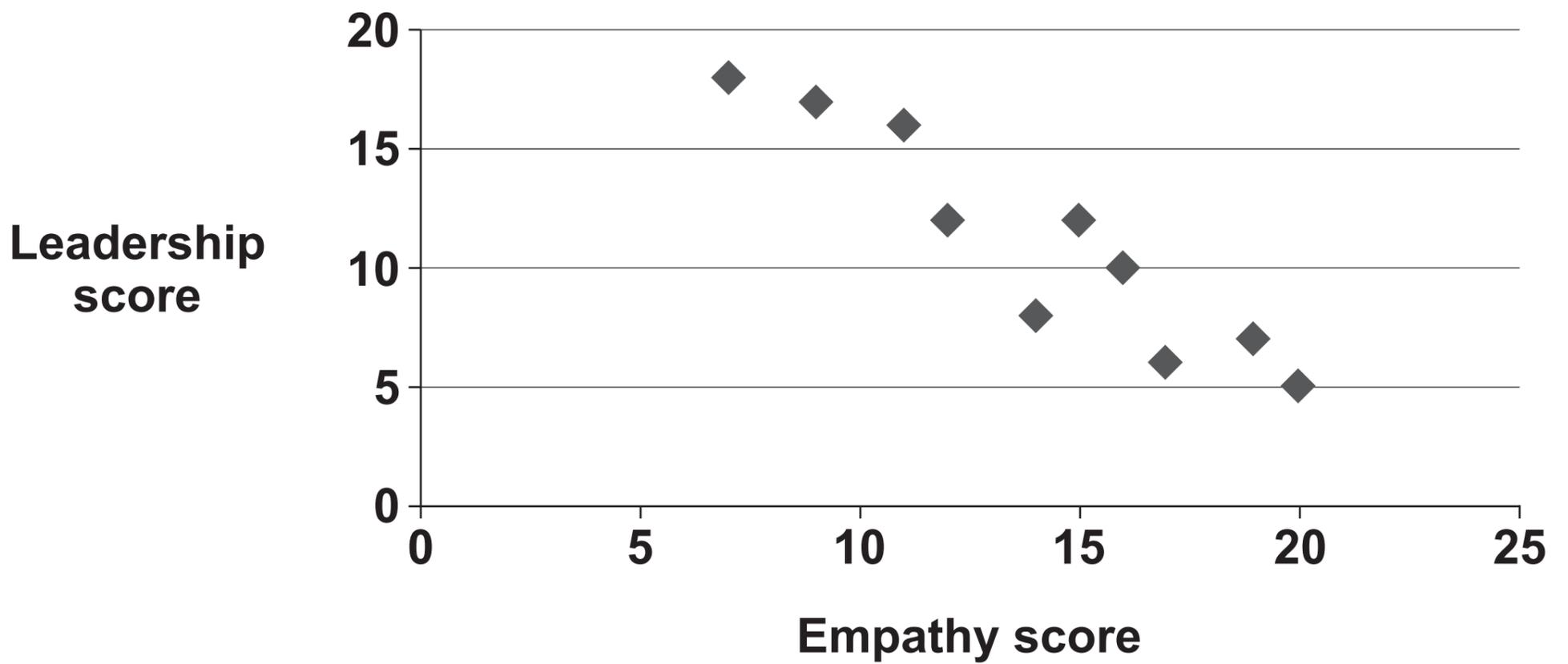
**D initiation**

**Your answer**

**[1]**

8 Look at the following scatter diagram.

A graph to show the relationship between empathy scores and leadership scores



Which is the best estimate of the correlation coefficient for the above data?

- A  $-0.7$
- B  $-0.2$
- C  $+0.2$
- D  $+0.7$

Your answer

[1]

**9 What sampling technique did Milgram use to obtain the participants for his study of obedience?**

**A opportunity**

**B random**

**C self-selected**

**D snowball**

**Your answer**

**[1]**

**10 A binomial sign test is correctly used to assess the significance of a set of results.**

**What level of data and type of design are necessary to carry out this test?**

- A nominal level data using a repeated measures design**
- B nominal level data using an independent measures design**
- C ordinal level data using a repeated measures design**
- D ordinal level data using an independent measures design**

**Your answer**  **[1]**

**11 Which of these is associated with the term ‘demand characteristics’?**

- A changes in participants’ behaviour as a consequence of knowing they are being studied**
- B compulsory things that the participants must do**
- C instructions given to the participants by the researcher**
- D personality traits of the participants**

**Your answer**  **[1]**

**12 Which of these is a closed question?**

**A How do horror movies make you feel?**

**B How often do you watch horror movies?**

1–3× per year

4–5× per year

6 or more× per year

**C What is the best horror movie you have seen?**

**D Why do you like horror movies?**

Your answer

[1]

**13 What is the name for the type of interview in which some of the questions to be asked are compiled beforehand and others made up while the interview is being conducted?**

**A semi-constructed**

**B semi-detached**

**C semi-structured**

**D semi-unstructured**

Your answer

[1]

**14 What is a quasi-experiment?**

- A the independent variable cannot be directly manipulated**
- B the independent variable is directly manipulated**
- C there is more than one independent variable**
- D there is no independent variable**

Your answer

[1]

**15 Which of these would produce interval level data?**

- A estimates of the number of sweets in a jar**
- B ratings of attractiveness of people with pupils of different sizes**
- C reaction time to respond to visual and auditory stimuli recorded using a stopwatch**
- D the number of people who hold the door open for the person behind them when entering a shop**

Your answer

[1]

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## SECTION B – Research design and response

Answer ALL the questions.

**Furry friends. Some research suggests that animals can help people feel less lonely. To investigate this further a psychologist wants to conduct an experiment to study the effect of caring for pets on elderly people living in one large residential home called ‘The Oaklands’ which has a total of 125 men and women aged between 60 and 95.**

**16 Identify the target population in this research.**

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[1]

**17 (a) Describe how random sampling could be used to obtain participants for this study.**

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[3]







**20 Write a null hypothesis for this study.**

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**[3]**

**21 Outline ONE advantage of conducting this research in a real-life setting.**

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**[2]**



## SECTION C – Data analysis and interpretation

Answer ALL the questions.

A psychologist conducted an observation study to investigate how people react when walking towards each other along a corridor in a building where lots of different office staff work. To do this, she asked for permission to set up hidden cameras for a day to record people's encounters along one of the main corridors connecting one part of the building to another. The results from the study are shown in the table below.

**TABLE 1:**  
Different behaviours observed as two people approach each other in a corridor

<b>Avoids eye contact</b>	<b>Smiles</b>	<b>Says hello</b>	<b>Makes eye contact</b>	<b>Nods</b>	<b>Total</b>
<b>80</b>	<b>48</b>	<b>40</b>	<b>24</b>	<b>8</b>	<b>200</b>

**23** This study is an example of a structured observation. What is a structured observation?

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[2]

**24 What level of data is obtained in this study?**

\_\_\_\_\_ [1]

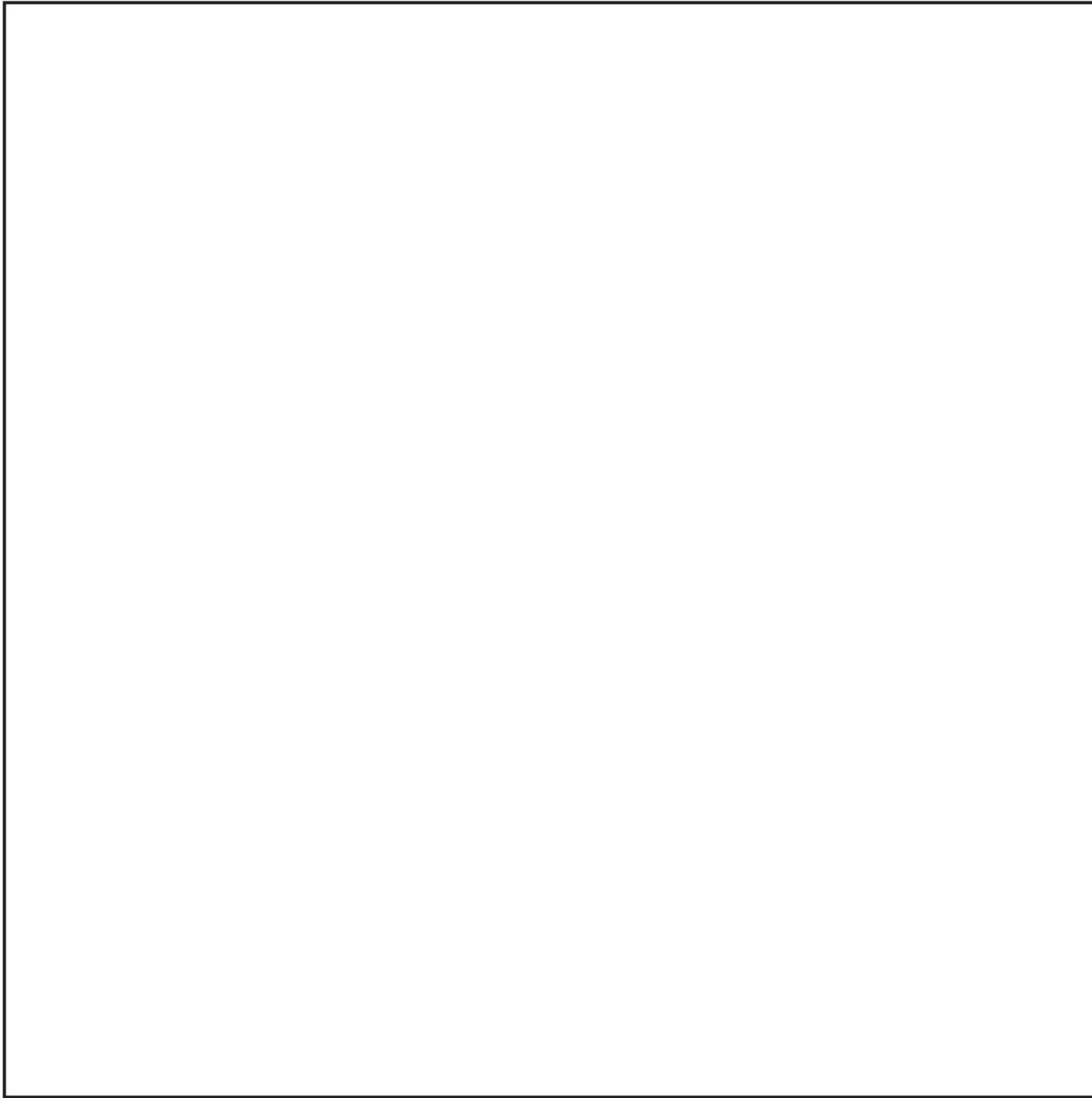
**25 What is the ratio of the number of times people avoided eye contact to the number of times people said hello?**

\_\_\_\_\_ [2]

**26 What is the mode for the type of behaviour observed by people as they approach each other in the corridor?**

\_\_\_\_\_ [1]

**27 Sketch a pie chart to show the data recorded in this study.**



**[4]**



**29 In a follow-up study conducted a month later that recorded 310 behaviours in total, the researchers noted that people avoided eye contact 125 times.**

**Write this as a percentage to two significant figures. Show your working.**

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**[3]**











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