

**OXFORD CAMBRIDGE AND RSA EXAMINATIONS  
GCSE  
B543/01  
PSYCHOLOGY  
Research in Psychology  
FRIDAY 12 JUNE 2015:  
Morning  
DURATION: 1 hour  
plus your additional time allowance  
MODIFIED ENLARGED 24pt**

<b>Candidate forename</b>						<b>Candidate surname</b>				
<b>Centre number</b>						<b>Candidate number</b>				

**Candidates answer on the Question Paper.**

**OCR SUPPLIED MATERIALS:**

**None**

**OTHER MATERIALS REQUIRED:**

**None**

**READ INSTRUCTIONS OVERLEAF**

## **INSTRUCTIONS TO CANDIDATES**

**Write your name, centre number and candidate number in the boxes on the first page. Please write clearly and in capital letters.**

**Use black ink. HB pencil may be used for graphs and diagrams only.**

**Answer ALL the questions.**

**Read each question carefully. Make sure you know what you have to do before starting your answer.**

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

## **INFORMATION FOR CANDIDATES**

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

**The total number of marks for this paper is 40.**

**Any blank pages are indicated.**

**BLANK PAGE**

## **Answer ALL questions**

### **SECTION A – Planning, doing and analysing research**

#### **The Source**

**Using interviews, a psychologist investigated students' feelings regarding homework. He particularly wanted to know whether enjoying homework improved students' performance in examinations. He conducted a correlational study at a school to find out if those students who enjoyed doing homework the most, also achieved the highest marks in their end of year exams.**

**The psychologist chose his sample of participants by putting the names of all the students from the school into a hat and the first ten he picked out became his participants. The psychologist interviewed the participants individually asking each of them the same ten questions. He tape-recorded all the interviews. Following the completion of the interviews, the psychologist rated their enjoyment on a scale of 1 to 10. He correlated these with their exam marks at the end of the year.**

**The psychologist plotted these results on a graph. He concluded that students who achieved the highest marks in their exams were also the ones who had said they enjoyed doing homework the most.**

**1 Give the aim of the study in the Source.**

---

---

**[1]**

**2 State an alternate hypothesis for this study.**

---

---

---

---

**[2]**

**3 (a) State the sampling method the psychologist used in this study.**

---

**[1]**

**(b) Describe ONE advantage of the sampling method the psychologist used in this study.**

---

---

---

---

**[2]**

**4 Identify the target population in this study.**

---

---

**[1]**

**5 State the TWO variables the psychologist correlated.**

1 

---

2 

---

**[2]**

**6 The psychologist used a structured interview.**

**Explain how structured interviews are different from unstructured interviews.**

---

---

---

---

**[2]**

**7 Describe ONE strength of using interviews in this study.**

---

---

---

---

**[2]**

**8 Identify the type of data that would be collected using open questions in interviews.**

**Tick ONE box to show your answer**

**Qualitative**  **Quantitative**

**[1]**

**9 Outline ONE way the psychologist could make sure his study was ethical.**

---

---

---

---

---

**[2]**

**10 The psychologist plotted his results on a graph.**

**Identify the type of graph the psychologist would have used in this study.**

---

**[1]**

**11 Explain ONE way in which this study is high in ecological validity.**

---

---

---

---

---

---

---

---

**[2]**

**12 Social desirability can be a problem in interviews.**

**Explain how social desirability may have been a problem in this study.**

---

---

---

---

---

---

---

---

---

---

**[3]**

**13 The psychologist tape-recorded the interviews for reliability.**

**(a) Identify the correct definition of reliable results from the list below.**

**Tick ONE box to show your answer.**

**Results which measure what they said they would measure.**

**Results which are accurate.**

**Results which show consistency.**

**[1]**

**(b) Outline ONE way in which the psychologist could check the reliability of his results.**

---

---

---

---

---

**[2]**

## **SECTION B – Planning an Investigation**

**You have been asked to carry out an EXPERIMENT to investigate whether the type of background music in shops can affect sales. The theory is that shops will sell more, or less, goods depending on the type of music they play.**

**Use this space to plan your investigation.**

**14 (a) State a null hypothesis for your investigation.**

---

---

---

---

---

---

---

---

---

---

**[2]**

**(b) Identify the independent and dependent variables in your investigation.**

**Independent variable** \_\_\_\_\_

**Dependent variable** \_\_\_\_\_

**[2]**

**(c) Describe how you would obtain your sample for this investigation.**

---

---

---

---

---

---

---

---

---

---

**[3]**



**(ii) Explain how you could use standardisation in your investigation.**

---

---

---

---

---

---

---

---

**[2]**

**(f) Describe ONE strength of using an experiment in your investigation.**

---

---

---

---

---

---

---

---

**[2]**

**END OF QUESTION PAPER**









**Copyright Information**

**OCR is committed to seeking permission to reproduce all third-party content that it uses in its assessment materials. OCR has attempted to identify and contact all copyright holders whose work is used in this paper. To avoid the issue of disclosure of answer-related information to candidates, all copyright acknowledgements are reproduced in the OCR Copyright Acknowledgements Booklet. This is produced for each series of examinations and is freely available to download from our public website ([www.ocr.org.uk](http://www.ocr.org.uk)) after the live examination series.**

**If OCR has unwittingly failed to correctly acknowledge or clear any third-party content in this assessment material, OCR will be happy to correct its mistake at the earliest possible opportunity.**

**For queries or further information please contact the Copyright Team, First Floor, 9 Hills Road, Cambridge CB2 1GE.**

**OCR is part of the Cambridge Assessment Group; Cambridge Assessment is the brand name of University of Cambridge Local Examinations Syndicate (UCLES), which is itself a department of the University of Cambridge.**

