

General Certificate of Education
June 2006
Advanced Level Examination



PSYCHOLOGY (SPECIFICATION B) PYB5
Unit 5 Perspectives, Debates and Methods in Psychology

Wednesday 21 June 2006 1.30 pm to 3.30 pm

For this paper you must have:

- a 16-page answer book

You may use a calculator.

Time allowed: 2 hours

Instructions

- Use blue or black ink or ball-point pen.
- Write the information required on the front of your answer book. The *Examining Body* for this paper is AQA. The *Paper Reference* is PYB5.
- Answer **three** questions.
- Answer **one** question from **Section A**, **one** question from **Section B** and the **compulsory** question in **Section C**.
- Do all rough work in the answer book. Cross through any work you do not want marked.

Information

- The maximum mark for this paper is 60.
- The marks for questions are shown in brackets.
- You are reminded of the need for good English and clear presentation in your answers. Questions carrying 12 marks should be answered in continuous prose. Quality of Written Communication will be assessed in these answers.

SECTION A: PERSPECTIVES IN PSYCHOLOGY

Answer **one** question from this section.

Each question carries 20 marks.

- 1** (a) Outline **one** feature of social learning theory. Illustrate your answer with an example of behaviour. *(4 marks)*
- (b) Outline **two** strengths of the cognitive approach in psychology. *(4 marks)*
- (c) Discuss how the biological perspective helps psychologists to understand human behaviour. In your answer, refer to **at least two** topics that you have studied in psychology. *(12 marks)*
- 2** (a) In the context of humanistic psychology, outline what is meant by **each** of the following:
- (i) promoting personal growth;
- (ii) valuing individual experience. *(4 marks)*
- (b) Explain the function of Freudian defence mechanisms. *(4 marks)*
- (c) 'Each major perspective in psychology has something different to offer in explaining behaviour.'

Discuss this statement. In your answer, refer to **at least two** perspectives in psychology. *(12 marks)*

SECTION B: DEBATES IN PSYCHOLOGY

Answer **one** question from this section.

Each question carries 20 marks.

- 3** (a) Briefly discuss **one** problem with common-sense explanations of human behaviour. (4 marks)
- (b) Outline **two** limitations of the scientific approach in psychology. (4 marks)
- (c) 'Psychology is a science.'
- Discuss this statement. In your answer, refer to **at least two** perspectives in psychology. (12 marks)
- 4** (a) In the context of the free will and determinism debate in psychology,
- (i) outline what is meant by *determinism*;
- (ii) suggest why psychological explanations of behaviour are usually deterministic. (4 marks)
- (b) Outline **one** strength and **one** limitation of the nomothetic approach in psychology. (4 marks)
- (c) Discuss the role of the environment in explaining behaviour. In your answer, refer to **at least two** topics that you have studied in psychology. (12 marks)

Turn over for the next section

Turn over ►

SECTION C: METHODS IN PSYCHOLOGY

Answer **all** parts of this compulsory question which carries 20 marks.

- 5 A major bank's call centre introduced the playing of music to its customers whilst they were waiting for their telephone call to be answered. A psychologist wanted to find out whether or not the playing of music affected the length of time that customers were prepared to wait for their telephone call to be answered.

A questionnaire was sent to 150 customers. They had all used the service before music was introduced to the telephone line. In the questionnaire, they were asked whether they were now prepared to wait on the telephone for a shorter time, the same length of time or a longer time.

Sixty customers returned the questionnaires. The data in **Table 1** summarise their replies.

Table 1: The number of customers who replied that they were now prepared to wait for a shorter time, the same length of time and a longer time

Waiting times	Number of customers
Shorter time	12
The same length of time	25
Longer time	23
Total number of customers	60

The psychologist decided to use the sign test to discover whether or not there was a statistically significant difference in waiting times before and after the introduction of music. A difference was found at the 10% level for a two-tailed test ($p \leq 0.10$).

- (a) Give **one** reason why the psychologist used a two-tailed test. *(1 mark)*
- (b) State **two** conditions which need to be met in order to use the sign test. *(2 marks)*
- (c) The sign test conducted on the data in **Table 1** resulted in a 10% ($p \leq 0.10$) probability. What conclusion should the psychologist draw from this result? Explain your answer. *(2 marks)*
- (d) Briefly describe how the psychologist might have obtained a representative sample of 150 of the bank's customers. *(2 marks)*
- (e) Identify **two** advantages of using questionnaires in psychological research. *(2 marks)*

The psychologist decided to conduct a follow-up investigation that he called **Study 2**. The actual waiting times of customers using the telephone service were recorded over a period of four weeks. For half of the customers, music was played whilst they were waiting. For the other half, no music was played. The length of time that the customers waited before they hung up was automatically recorded. The findings are given in **Table 2**.

Table 2: Mean time (in seconds) and standard deviation of waiting times by customers before hanging up

	Waiting times in seconds before hanging up	
	With music playing	With no music playing
Mean	55.25	39.50
Standard deviation	9.85	9.65

The psychologist used a statistical test to find out whether there was a significant difference in the waiting times before hanging up when music was played and when music was not played.

A difference was found at the 1 % ($p \leq 0.01$) level.

- (f) (i) Name an appropriate statistical test that the psychologist could have used to investigate the difference in the waiting times before hanging up when music was played and when music was not played. (1 mark)
- (ii) With reference to **Study 2**, state **two** factors which justify the use of the statistical test that you have given in (i) above. (2 marks)
- (g) (i) State what is meant by a *type 1 error*. (1 mark)
- (ii) In **Study 2**, what is the probability of a type 1 error? Explain your answer. (2 marks)
- (h) Explain **one** possible reason why the psychologist decided to conduct the follow-up investigation (**Study 2**). (3 marks)
- (i) Suggest **one** way in which the psychologist could take account of ethical considerations in his research. (2 marks)

END OF QUESTIONS

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