



GCE A LEVEL MARKING SCHEME

SUMMER 2017

**A LEVEL (NEW)
PSYCHOLOGY - UNIT 4
1290U40-1**

INTRODUCTION

This marking scheme was used by WJEC for the 2017 examination. It was finalised after detailed discussion at examiners' conferences by all the examiners involved in the assessment. The conference was held shortly after the paper was taken so that reference could be made to the full range of candidates' responses, with photocopied scripts forming the basis of discussion. The aim of the conference was to ensure that the marking scheme was interpreted and applied in the same way by all examiners.

It is hoped that this information will be of assistance to centres but it is recognised at the same time that, without the benefit of participation in the examiners' conference, teachers may have different views on certain matters of detail or interpretation.

WJEC regrets that it cannot enter into any discussion or correspondence about this marking scheme.

GCE A2 PSYCHOLOGY

Unit 4

Question	AO1	AO2	AO3	TOTAL
1	4	10	6	20
2	4		6	10
3	2	3	4	9
4		2	4	6
5		15		15
TOTAL	10	30	20	60

GCE A2 PSYCHOLOGY - UNIT 4
SUMMER 2017 MARK SCHEME

SECTION A

You should answer **all** the questions in this section with reference to the personal investigations carried out in your study of psychology.

INVESTIGATION ONE
An experiment on bilingualism

1. (a) (i) State the alternative/experimental hypothesis for your experiment. **[2]**

Exemplar hypothesis: <ul style="list-style-type: none"> • People who are bilingual have better memory of words than people who are not bilingual. • People who are bilingual are better at cognitive tasks than people who are not bilingual. • People who are bilingual have better perception than people who are not bilingual. • Any appropriate hypothesis. 	
Marks	AO1
2	<ul style="list-style-type: none"> • Full alternative hypothesis stated with both variables identified (IV and DV).
1	<ul style="list-style-type: none"> • Alternative hypothesis stated with only one variable clearly identified or confused
0	<ul style="list-style-type: none"> • Neither variable clearly identified.

- (ii) Explain how the dependent variable was operationalised. **[2]**

Credit could be given for: <ul style="list-style-type: none"> • Use of ten words with no connection to each other. • Words chosen randomly from list of fifty. • List of words of equal length used. • Any other appropriate explanation. <p>[Answer will depend on actual hypothesis given in part (a)]</p>	
Marks	AO1
2	<ul style="list-style-type: none"> • Full explanation of how dependent variable was operationalised.
1	<ul style="list-style-type: none"> • Partial explanation of how dependent variable was operationalised.
0	<ul style="list-style-type: none"> • Inappropriate answer given. • No response attempted.

- (b) Another researcher wants to replicate your experiment. Describe the procedure they would need to follow.

[10]

Credit could be given for:	
<ul style="list-style-type: none"> • Experimental design (probably independent groups as this is a quasi-experiment). • Apparatus/material. • The sampling method used and how it was carried out. • A description of the experimental environment. • A description of the measuring tools, e.g. word list. • A description of the procedure time given per group how they were scored etc. • Any instruction given-ethical guidelines. • Type of data collected. • Any other appropriate material. 	
Marks	AO2
9-10	<ul style="list-style-type: none"> • Description includes the key elements and is thoroughly detailed. • It would be very easy to carry out the investigation. • Effective use of terminology. • The structure is logical.
6-8	<ul style="list-style-type: none"> • Description includes the key elements and is reasonably detailed. • It would be fairly easy to carry out the investigation. • Good use of terminology. • The structure is mostly logical.
3-5	<ul style="list-style-type: none"> • Description is basic and may lack key elements. • It is not clear how to carry out the investigation. • There is some use of appropriate terminology. • There is reasonable structure.
1-2	<ul style="list-style-type: none"> • Description is superficial and lacks many key elements. • It would not be possible to carry out the investigation. • There is very little use of appropriate terminology. • Answer lacks structure.
0	<ul style="list-style-type: none"> • A non-experimental method is used. • Inappropriate answer given. • No response attempted.

- (c) Identify **two** ethical issues you considered when planning your research and explain how these were dealt with. **[3+3]**

Credit **could** be given for:

Ethical issues

- Right to withdraw.
- Protection from physical and psychological harm.
- Use of deception.
- Lack of confidentiality.
- Lack of informed consent.
- Any other appropriate material.

Dealing with issues

- Ethical committees.
- Ethical guidelines.
- De-briefing.
- Counselling.
- Prior general consent.
- Presumptive consent.
- Any other appropriate material.

Marks	AO3
3	<ul style="list-style-type: none"> • One ethical issue identified related to the specific study and dealt with appropriately.
2	<ul style="list-style-type: none"> • One ethical issue identified and related to the specific study not fully dealt with/ or only dealt with appropriately.
1	<ul style="list-style-type: none"> • One ethical issue identified but not related to the specific research or dealt with appropriately.
0	<ul style="list-style-type: none"> • Inappropriate answer given. • No response attempted.

INVESTIGATION TWO
Case study on learning.

2. (a) Outline **one** finding from your case study. [2]

Marks	AO1
2	<ul style="list-style-type: none"> • Detailed outline of finding.
1	<ul style="list-style-type: none"> • Partial outline of finding.
0	<ul style="list-style-type: none"> • Inappropriate answer given. • No response attempted.

- (b) State **one** conclusion from your case study. [2]

Marks	AO1
2	<ul style="list-style-type: none"> • Detailed statement of conclusion.
1	<ul style="list-style-type: none"> • Partial statement of conclusion.
0	<ul style="list-style-type: none"> • Inappropriate answer given. • No response attempted.

- (c) Discuss the specific issues of validity in your case study. [6]

Credit could be given for: <ul style="list-style-type: none"> • Biased sample size. • Demand characteristics. • Lack of ecological validity. • Biased interpretation. • Historical data inaccurate. • Social desirability bias. • Any other appropriate material. 	
Marks	AO3
5-6	<ul style="list-style-type: none"> • Thorough discussion of specific issues of validity. • Effective use of terminology.
3-4	<ul style="list-style-type: none"> • Reasonable discussion of specific issues of validity. • There is some use of appropriate terminology.
1-2	<ul style="list-style-type: none"> • Basic discussion of specific issues of validity. • There is very little use of appropriate terminology.
0	<ul style="list-style-type: none"> • Inappropriate answer given. • No response attempted.

Total 30

SECTION B
Application of research methods to novel scenarios

Answer **all** questions

3. A psychologist interviewed a self-selected sample of ten women on the topic of eating disorders. It was a formal interview with the same ten open questions being asked. The questions focused on the influence of the media on the increase of eating disorders such as anorexia.

(a) Briefly describe how content analysis could be used to analyse the results of this study. **[2]**

Credit could be given for:	
<ul style="list-style-type: none"> • The qualitative data is analysed to look for any patterns in the answers given, e.g. type of words used. • The answers are all compared to see if they give any insight into what the majority think. • Any other appropriate material. 	
Marks	AO1
2	<ul style="list-style-type: none"> • Brief description of how content analysis is used with reference to the study.
1	<ul style="list-style-type: none"> • Partial description of how content analysis is used.
0	<ul style="list-style-type: none"> • Inappropriate answer given. • No response attempted.

(b) Explain why the psychologist chose the self-selected sample for this study. **[3]**

Credit could be given for:	
<ul style="list-style-type: none"> • Self-selected sampling allows for less ethical issues as the participant knows what they are letting themselves in for (this topic could cause ethical issues). • The participant is less likely to withdraw and will have an opinion on this topic. • No researcher bias. • Any other appropriate material. 	
Marks	AO2
3	<ul style="list-style-type: none"> • Thorough explanation of why sampling method chosen with reference to the study.
2	<ul style="list-style-type: none"> • Reasonable explanation of why sampling method chosen.
1	<ul style="list-style-type: none"> • Basic explanation of why sampling method chosen.
0	<ul style="list-style-type: none"> • Inappropriate answer given. • No response attempted.

(c) Identify and explain **two** ways this research could have been improved. **[2+2]**

Credit could be given for:	
<ul style="list-style-type: none">• Changes to sampling method (quicker more valid method).• Improving ethical aspects (e.g. ensuring guidelines were more strictly adhered to).• Change procedure for gathering data e.g. closed questions easier to analyse.• Any other appropriate suggestion.	
Marks	A03
2	<ul style="list-style-type: none">• Good analysis of why suggestion would improve the research.• There is some use of appropriate terminology.
1	<ul style="list-style-type: none">• Analysis of why suggestion would improve this research is basic.• There is very little use of appropriate terminology.• Answer lacks clarity.
0	<ul style="list-style-type: none">• Inappropriate answer given.• No response attempted.

4. Following on from this research the psychologist carried out a study to see if there was a relationship between exposure to the media and body image.

(a) A Spearman rank order correlation coefficient test was used to analyse this data. Explain why this was appropriate for this study. [2]

Credit could be given for:	
<ul style="list-style-type: none"> • A correlation between two variables media and body image. • The data is at least at the ordinal level. 	
Marks	AO3
2	<ul style="list-style-type: none"> • The research method is a correlation and the data is at least at ordinal level.
1	<ul style="list-style-type: none"> • Either a correlation was used or the data was at ordinal level.
0	<ul style="list-style-type: none"> • Inappropriate answer given. • No response attempted.

(b) The statistical test gave a correlation of 0.915. Explain what this means. [2]

Credit could be given for:	
<ul style="list-style-type: none"> • A positive correlation was found between media and body image. • A strong relationship was found between media and body image. 	
Marks	AO2
2	<ul style="list-style-type: none"> • Detailed correct explanation given/or two partial explanations given.
1	<ul style="list-style-type: none"> • One partial correct explanation given.
0	<ul style="list-style-type: none"> • Inappropriate answer given. • No response attempted.

(c) The observed value was above the critical value r_s 0.61 at the 0.05 level of significance.

State what the result tells us about the hypothesis. [2]

Marks	AO3
2	<ul style="list-style-type: none"> • The hypothesis was supported and the likely hood of results such as these occurring by chance is less than 5% (95% accurate). OR • The hypothesis was supported and the null hypothesis was rejected.
1	<ul style="list-style-type: none"> • The hypothesis is supported. OR • Likelihood of results occurring by chance is less than 5% (95% accurate). OR • The null hypothesis was rejected.
0	<ul style="list-style-type: none"> • Inappropriate answer given. • No response attempted.

5. A psychologist was interested in how primary school children interact with each other at playtime. The psychologist wanted to see the type of play they engaged in and whether both genders interacted with each other. Describe how a psychologist could investigate this topic using a non-participant observation. **[15]**

In your answer you could include:

- The setting.
- The sample.
- Operationalisation.
- Checking reliability.
- Checking validity.
- Event sampling.
- Time sampling.

Credit **could** be given for:

- The sampling method used and how it was carried out.
- A description of the observational environment.
- A description of the measuring tools.
- A description of the procedure carried out.
- Inter-rater reliability.
- Face validity.
- Content validity.
- Any instruction given, e.g. ethical guidelines.
- Type of data collected.
- Any other appropriate material.

Marks	AO2
13-15	<ul style="list-style-type: none"> • Thorough description which includes the design and all key elements. • Effective use of terminology. • The structure is logical, allowing replication. • It would be very easy to carry out the investigation.
9-12	<ul style="list-style-type: none"> • Reasonable description which includes the key elements. • Good use of terminology. • The structure is mostly logical allowing replication. • It would be fairly easy to carry out the investigation.
5-8	<ul style="list-style-type: none"> • Basic description which may lack key elements. • There is some use of appropriate terminology. • There is reasonable structure but replication may not be possible. • Not always clear how to carry out investigation.
1-4	<ul style="list-style-type: none"> • Superficial description which lacks key elements. • There is very little use of appropriate terminology. • It is not possible to carry out the investigation.
0	<ul style="list-style-type: none"> • Non-experimental method used. • Inappropriate answer given. • No response attempted.

Total 30