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UNIVERSITY OF CAMBRIDGE INTERNATIONAL EXAMINATIONS
General Certificate of Education Advanced Level

PSYCHOLOGY **9698/03**

Paper 3 The Specialist Choices

May/June 2004

3 hours

Additional Materials: Answer Booklet/Paper

READ THESE INSTRUCTIONS FIRST

If you have been given an Answer Booklet, follow the instructions on the front cover of the Booklet.
Write your Centre number, candidate number and name on all the work you hand in.
Write in dark blue or black pen on both sides of the paper.
Do not use staples, paper clips, highlighters, glue or correction fluid.

There is a choice of five specialist options in this question paper. Choose **two** options and answer questions from those two options only.

In each option there are **two** Sections:

Section A
Answer **one** question for each of your chosen options.
Section B
Answer **one** question for each of your chosen options.

At the end of the examination, fasten all your work securely together.
The number of marks is given in brackets [ ] at the end of each question or part question.

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PSYCHOLOGY AND EDUCATION

Answer **one** question from Section A and **one** question from Section B.

SECTION A

Answer **one** question from this section.

1 **(a)** Explain, in your own words, what is meant by the term 'individual differences in educational performance'. [2]

(b) Describe **one** cultural difference in educational performance. [3]

(c) Describe **two** explanations for differences in educational performance. [6]

2 **(a)** Explain, in your own words, what is meant by the 'behaviourist' approach to education. [2]

(b) Describe **two** ways in which the behaviourist approach has been applied in education. [6]

(c) Describe **one** weakness of the behaviourist approach to education. [3]

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SECTION B

Answer **one** question from this section.

3

You can't fool me!

Dear psychology and education students. Help! Why won't my students work? They all want to pass their examinations but they don't want to do any work. They are just full of excuses. Yesterday one of them said their pet had eaten their essay, and another told me a friend used his to light a fire to keep warm.

(a) Describe what psychologists have discovered about motivation and educational performance. [8]

(b) Evaluate what psychologists have discovered about motivation and educational performance. [10]

(c) Giving reasons for your answer, suggest ways in which students can be motivated to work for examinations. [6]

4

The Nursery

A few years ago candidates sitting this examination were introduced to the behaviour problems of David, a child who continually disrupted the work of his teacher, Miss Perez, and the other children in his class. Miss Perez now looks after another class and David has a new teacher, Mr Ahmod. David's latest problem is that he won't sit in his chair for more than five minutes and although Mr Ahmod has some ideas that may modify his behaviour he would welcome suggestions from students who have studied the psychology and education option.

(a) Describe what psychologists have found out about disruptive behaviour in schools. [8]

(b) Evaluate what psychologists have found out about disruptive behaviour in schools. [10]

(c) Giving reasons for your answer, suggest corrective strategies a teacher may use to modify David's disruptive behaviour. [6]

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PSYCHOLOGY AND ENVIRONMENT

Answer **one** question from Section A and **one** question from Section B.

SECTION A

Answer **one** question from this section.

5 **(a)** Explain, in your own words, what is meant by the term 'scenic environment'. [2]

(b) Describe **one** study that has been done on the scenic environment. [3]

(c) Describe **two** common errors when drawing cognitive maps. [6]

6 **(a)** Explain, in your own words, what is meant by the term 'crowding'. [2]

(b) Describe **one** study showing the effect of crowding on health. [3]

(c) Describe **two** ways in which a person can reduce the effects of crowding. [6]

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SECTION B

Answer **one** question from this section.

7

How not to Pru-it!

Architectural designs, such as the Pruitt-Igoe project in the United States of America, have been criticised as public housing design. Many design changes have been made since then and fifty years later new designs are being proposed. As reported in one newspaper, a new housing estate will soon be built incorporating a clever layout of paths and roads engineered specifically to reduce crime. Police think that the new design may win an architectural award.

(a) Describe what psychologists have discovered about architecture and behaviour. [8]

(b) Evaluate what psychologists have discovered about architecture and behaviour. [10]

(c) Using your psychological knowledge suggest what architectural design features can be used to reduce crime in an urban environment. [6]

8

Parking mad

You load your shopping into the car, you jump in and, as no-one is in sight, you drive off. From starting the engine to driving off takes you around 32 seconds. You might think that if another driver was waiting to take your parking space you would be a little quicker. But you would be wrong. Apparently we defend the territory we have claimed and make the other driver wait – only about 7 seconds more, but the difference is significant.

(a) Describe what psychologists have found out about personal space and/or territory. [8]

(b) Evaluate what psychologists have found out about personal space and/or territory. [10]

(c) Giving reasons for your answer, suggest ways in which people defend territory in a public place. [6]

[Turn over

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PSYCHOLOGY AND HEALTH

Answer **one** question from Section A and **one** question from Section B.

SECTION A

Answer **one** question from this section.

9 **(a)** Explain, in your own words, what is meant by the term 'chronic pain'. [2]

(b) Outline **two** ways in which pain can be managed or controlled. [6]

(c) Describe **one** way of measuring chronic pain in adults. [3]

10 **(a)** Explain, in your own words, what is meant by the term 'health and safety'. [2]

(b) Describe **two** causes of accidents. [6]

(c) Describe **one** way in which accidents in the home have been successfully reduced. [3]

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SECTION B

Answer **one** question from this section.

11

"We'll drink-a-drink-a-drink to….."

According to Jellinek (1946) there is a four stage pattern of development when alcohol *use* becomes alcohol *abuse*.

- In the *symptomatic phase* the person establishes a drinking pattern and seeks more reasons to drink, mainly to relieve tension.
- In the *prodromal phase* the person denies having a problem but realises their drinking habits are different.
- The *crucial phase* is where the person attempts to regain control by trying to stop drinking but in effect the person has lost control.
- The *chronic phase* is where family, job and friends become irrelevant and the person lives only to drink.

(a) Describe what psychologists have discovered about substance use and abuse.
[You may choose any substance to illustrate your answer.] [8]

(b) Evaluate what psychologists have discovered about substance use and abuse. [10]

(c) Using your psychological knowledge, suggest ways in which people can be discouraged from beginning to abuse a substance. [6]

12

Some Metasi?

The Yale model of communication in the 1950s suggested that five important factors had to be considered before a communication, designed to change attitudes to health, would be persuasive. The five factors are:

The **So**urce of the message
The **Me**ssage itself
The **Me**dium in which the message is presented
The **Ta**rget audience and
The **Si**tuation in which the message will be received.

(a) Describe what psychologists have found out about health promotion. [8]

(b) Evaluate what psychologists have found out about health promotion. [10]

(c) Using psychological evidence, suggest a community-wide programme to encourage people to eat healthier foods. [6]

[Turn over

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PSYCHOLOGY AND ABNORMALITY

Answer **one** question from Section A and **one** question from Section B.

SECTION A

Answer **one** question from this section.

13 **(a)** Explain, in your own words, what is meant by the term 'abnormality'. [2]

(b) Classify **one** abnormality of your choice. [3]

(c) Outline **two** possible causes of an abnormality. [6]

14 **(a)** Explain, in your own words, what is meant by the term 'post traumatic stress disorder'. [2]

(b) Describe **two** symptoms of a trauma response. [6]

(c) Outline **one** way in which a trauma response of your choice could be treated. [3]

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SECTION B

Answer **one** question from this section.

15

Cambridgitis

- *Pibloktoq* is common in Eskimos and involves a type of panic attack followed by convulsive seizures.
- *Hwa-byung* is a phobia characterised by an intense fear of dying as is *shook yong* or *Karo* in China.
- *Windigo psychosis* occurred in the native groups of northeastern Canada.

These examples demonstrate that abnormality is universal, but that there are cross cultural differences in abnormality.

(a) Describe what psychologists have found out about cultural, societal and individual differences in abnormality. [8]

(b) Evaluate what psychologists have found out about cultural, societal and individual differences in abnormality. [10]

(c) Giving reasons for your answer, suggest how treatments for an abnormality of your choice have differed according to cultural differences. [6]

16

Alois and Arnold

Two forms of pre-senile dementia are Alzheimer's disease (first described by Alois Alzheimer in 1907) and Pick's disease (discovered by Arnold Pick in 1892). Both diseases involve cortical atrophy, meaning that brain cells die. In Pick's disease the atrophy is so severe that the total weight of the brain may be reduced from an average 1340 grams to only 100 grams.

(a) Describe what psychologists have learned about abnormal adult development. [8]

(b) Evaluate what psychologists have learned about abnormal adult development. [10]

(c) Giving reasons for your answer, suggest ways in which a degenerative abnormality of your choice may be reduced. [6]

[Turn over

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PSYCHOLOGY AND ORGANISATIONS

Answer **one** question from Section A and **one** question from Section B.

SECTION A

Answer **one** question from this section.

17 **(a)** Explain, in your own words, what is meant by the term 'interpersonal communication system'. [2]

(b) Briefly describe **one** type of communication channel. [3]

(c) Describe **one** advantage and **one** disadvantage of a type of communication channel of your choice. [6]

18 **(a)** Explain, in your own words, what is meant by the term 'motivation to work'. [2]

(b) Briefly describe **two** theories of motivation to work. [6]

(c) Give **one** way in which motivation at work can be improved. [3]

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SECTION B

Answer **one** question from this section.

19

What am I?

I acquire *human* personnel



I develop them as a *resource*



I motivate them and I *manage* them



I am human resource management!

(a) Describe what psychologists have found out about human resource practices. [8]

(b) Evaluate what psychologists have found out about human resource practices. [10]

(c) If you owned a company, how would you reward the good performance of your employees? Give reasons for your answer. [6]

20

Short and sweet

Quality of working life: the evaluative state of all aspects of work.

(a) Describe what psychologists have learned about the quality of working life. [8]

(b) Evaluate what psychologists have learned about the quality of working life. [10]

(c) Giving reasons for your answer, suggest how the quality of working life can be improved. [6]

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