

UNIVERSITY OF CAMBRIDGE INTERNATIONAL EXAMINATIONS  
General Certificate of Education Advanced Level

**PSYCHOLOGY**

**9698/03**

Paper 3 The Specialist Choices

May/June 2006

**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.  
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.

This document consists of **11** printed pages and **1** blank page.



**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 'motivation in education'. [2]  
(b) Describe **two** types of motivation which can be used in a classroom. [6]  
(c) Describe **one** example of how attribution theory can be related to education. [3]
- 2 (a) Explain, in your own words, what is meant by the 'humanistic' approach to education. [2]  
(b) Describe **two** ways in which the humanistic approach has been applied in education. [6]  
(c) Describe **one** weakness of the humanistic approach in education. [3]

**SECTION B**

Answer **one** question from this section.

**3****How do people learn?**

We are said to remember:

- 10% of what we read
- 20% of what we hear
- 30% of what we see
- 50% of what we see and hear
- 70% of what we say as we talk
- 90% of what we say as we do it.

- (a) Describe what psychologists have discovered about teaching and learning styles. [8]
- (b) Evaluate what psychologists have discovered about teaching and learning styles. [10]
- (c) Giving reasons for your answer, suggest a teaching style that could be applied to one area of your psychology course. [6]

**4****What colour is your classroom?**

Research into classroom wall colour reveals that:

- Yellow stimulates brain cells
- Light blue is calming
- Pink is good for positive mood
- Green is good for motivation
- Black is depressing

- (a) Describe what psychologists have learned about the design and layout of educational environments. [8]
- (b) Evaluate what psychologists have learned about the design and layout of educational environments. [10]
- (c) Giving reasons for your answer, suggest a suitable design for arranging the tables and chairs in a classroom for older children. [6]

**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 'crowd'. [2]
- (b) Describe **two** types of crowd behaviour. [6]
- (c) Describe **one** way in which problems may be prevented in emergency situations. [3]
- 6** (a) Explain, in your own words, what is meant by 'territory'. [2]
- (b) Describe **two** types of territory and give an example of each. [6]
- (c) Describe **one** way in which people defend territory. [3]

**SECTION B**

Answer **one** question from this section.

**7****train of stress**

Sunita and her friend Annupriya travel to college by train. Although Annupriya only travels for 30 minutes compared to Sunita's 62 minutes, Annupriya suffers from much more stress caused by crowding. Sunita enters the train when it is empty but for Annupriya it is always full.

- (a) Describe what psychologists have found out about density and crowding. [8]
- (b) Evaluate what psychologists have found out about density and crowding. [10]
- (c) Using your psychological knowledge suggest what a person can do to cope with the effects of crowding. [6]

**8****daydream believer**

In a laboratory experiment the effects of sound on concentration were studied. Participants had to listen to either pleasant sounds of the sea or to jazz music. Apparently the jazz music allowed people to concentrate, but the sounds of the sea were too distracting.

- (a) Describe what psychologists have discovered about noise. [8]
- (b) Evaluate what psychologists have discovered about noise. [10]
- (c) Giving reasons for your answer, suggest ways in which positive sound, such as music, can be beneficial. [6]

**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) Describe **two** ways of measuring pain in children. [6]
- (c) Describe **one** way of managing pain in children. [3]
- 10** (a) Explain, in your own words, what is meant by 'substance abuse'. [2]
- (b) Describe **one** way in which substance abuse could be prevented and describe **one** way in which people can quit substance abuse. [6]
- (c) Describe **one** difference between physical dependence and psychological dependence on a substance. [3]

**SECTION B**

Answer **one** question from this section.

**11****Healthy heart**

Providing information is one health promotion strategy. In 1992 Lewin wrote a 'heart health manual' to provide information for those surviving a heart attack. The manual is now used by at least 5,000 patients each year and is being translated into several languages.

- (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 worksite programme to encourage people to eat healthier foods. [6]

**12****yuk or yum?**

Why don't people take their medicine? When I was young I didn't take my medicine because it always tasted nasty. Lime flavour would have been just right.

- (a) Describe what psychologists have found out about adherence to medical advice. [8]
- (b) Evaluate what psychologists have found out about adherence to medical advice. [10]
- (c) Using psychological evidence, suggest what can be done to improve adherence to medical advice. [6]

**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 'amnesia'. [2]
- (b) Describe **two** types of trauma response. [6]
- (c) Describe **one** way to reduce the effects of trauma. [3]
- 14** (a) Explain, in your own words, what is meant by the term 'degenerative abnormality'. [2]
- (b) Describe **two** types of degenerative abnormality. [6]
- (c) Give **one** way in which degenerative abnormality may be reduced. [3]



**SECTION B**

Answer **one** question from this section.

**15****What causes abnormal learning?**

One biological theory suggests abnormalities of the corpus callosum cause severe learning difficulties. 'Callosal agenesis' is a failure of the corpus callosum to grow. 'Callosal dysgenesis' is abnormal growth.

- (a) Describe what psychologists have found out about abnormal learning. [8]
- (b) Evaluate what psychologists have found out about abnormal learning. [10]
- (c) Giving reasons for your answer, suggest ways of overcoming a learning disorder such as dyslexia. [6]

**16****Ancient Greek**

The Greek word *phobos* means panic, dread or fear. The Greek word *agora* is a Greek term for market-place. Modern agoraphobia is the fear of going out into public or open spaces.

- (a) Describe what psychologists have learned about abnormal avoidance and/or need. [8]
- (b) Evaluate what psychologists have learned about abnormal avoidance and/or need. [10]
- (c) Giving reasons for your answer, suggest how an abnormal avoidance of your choice may be treated. [6]

**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 'psychometric test'. [2]
- (b) Describe **one** personnel screening or psychometric test. [3]
- (c) Describe **two** ways in which personnel selection decisions are made. [6]
- 18** (a) Explain, in your own words, what is meant by 'communication channel'. [2]
- (b) Briefly describe **two** types of communication channel. [6]
- (c) Describe **one** way in which communication flow could be improved. [3]

**SECTION B**

Answer **one** question from this section.

**19****Short and sweet**

Leadership is the ability to lead a group toward the achievement of its goals.

- (a) Describe what psychologists have discovered about leadership and management. [8]
- (b) Evaluate what psychologists have discovered about leadership and management. [10]
- (c) If you owned a company, what leadership style would you use? Give reasons for your answer. [6]

**20****It won't be me**

In 1989 Harpaz asked workers in seven countries across the world whether they would give up work if they won a large sum of money. In Japan 90% of workers said they would give up work but in Germany only 60% would do so. Perhaps people work for more than just money.

- (a) Describe what psychologists have discovered about motivation to work. [8]
- (b) Evaluate what psychologists have discovered about motivation to work. [10]
- (c) Using your psychological knowledge, suggest what the management of a company could do to motivate its employees. [6]

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