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UNIVERSITY OF CAMBRIDGE INTERNATIONAL EXAMINATIONS
General Certificate of Education Advanced Level

PSYCHOLOGY **9698/31**

Paper 3 The Specialist Choices **October/November 2009**

3 hours

Additional Materials: Answer Booklet/Paper

3552771652

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.

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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 'psychometric test'. [2]

(b) Describe **one** type of psychometric test used in education. [3]

(c) Give **one** strength and **one** implication of psychometric tests. [6]

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

(b) Describe **two** types of giftedness. [6]

(c) Describe **one** way in which children who are gifted could be educated. [3]

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SECTION B

Answer **one** question from this section.

3

London grades

The percentage of children achieving grades A to C in their exams in an area of London by ethnic background: Turkish 15.3%, Bangladeshi 37%, English 40%, Chinese 50.5%, Indian 58.6%, Greek 78.2%.

(a) Describe what has been found out about individual differences in educational performance. [8]

(b) Evaluate what has been found out about individual differences in educational performance. [10]

(c) Giving reasons for your answer, suggest how you, as a school teacher, could improve the performance of a group of girls performing poorly at school. [6]

4

Just imagine it?

To successfully motivate ourselves we must be able to imagine the desired outcome. Put another way, we should try to see the future as we would like it to be, before it happens.

(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 teachers can motivate students. [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 'natural disaster'. [2]

(b) Give **two** examples of how people behave during a disaster or catastrophe. [6]

(c) Describe **one** way in which psychologists can help people prepare for a disaster or catastrophe. [3]

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

(b) Give **two** examples of community environmental design. [6]

(c) Suggest **one** effect urban living may have on social behaviour. [3]

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SECTION B

Answer **one** question from this section.

7

A tight fit

Apparently Japan's prisons are at their most crowded since records began. Jails are said to be at 117% capacity with prisoners sharing cells. Many studies have shown how crowding in prisons can have a negative effect on the health of prisoners.

(a) Describe what psychologists have discovered about crowding. [8]

(b) Evaluate what psychologists have discovered about crowding. [10]

(c) Using your psychological knowledge, suggest what may be done to reduce the negative experience of crowding in a public place. [6]

8

Go on, jump!

Crowds behave in mysterious ways. In 1964 a man stood on the ledge of a building ten storeys high. The crowd below shouted to him to jump off the ledge. The baiting crowd seems to be culture specific to the United States as there are no reports of this happening from the rest of the world.

(a) Describe what psychologists have learned about crowd behaviour. [8]

(b) Evaluate what psychologists have learned about crowd behaviour. [10]

(c) Giving reasons for your answer, suggest how crowds can be controlled. [6]

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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 'adherence to medical advice'. [2]

(b) Outline **two** ways in which adherence to medical advice can be measured. [6]

(c) Outline **one** way in which adherence to medical advice can be improved. [3]

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

(b) Outline **one** way in which stress can be measured psychologically. [3]

(c) Outline **two** ways in which stress can be managed psychologically. [6]

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SECTION B

Answer **one** question from this section.

11

What does your doctor wear?

In 1991 McKinstry and Wang presented patients with photographs of the same male doctor dressed in different styles.

- Traditionally dressed in white coat, white shirt and suit and tie;
- Casually dressed in denim jeans with open-neck short-sleeved shirt.

Results showed that patients preferred the traditionally dressed doctor to the one casually dressed.

(a) Describe what psychologists have learned about the patient-practitioner relationship. [8]

(b) Evaluate what psychologists have learned about the patient-practitioner relationship. [10]

(c) Using your psychological knowledge, suggest ways in which patients can be discouraged from misusing health services. [6]

12

North Karelia

The state of North Karelia in Finland was found to have the world's highest death rate from cardio-vascular (heart) disease. The North Karelia project was set up to change lifestyles, targetting children, worksites and the whole community. After 5 years cardio-vascular disease was reduced by 17% in men and 11% in women.

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

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

(c) Using your psychological knowledge, suggest a community-wide campaign to reduce heart disease and improve lifestyle and health behaviour. [6]

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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 'model of abnormality'. [2]

(b) Describe the behavioural model of abnormality. [3]

(c) Describe **two** behavioural treatments of abnormality. [6]

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

(b) Describe **one** explanation of compulsive gambling. [3]

(c) Describe **two** ways in which compulsive gambling may be treated. [6]

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SECTION B

Answer **one** question from this section.

15

Ancient Greek

Schizophrenia comes from the Greek words schizein (meaning split) and phren (meaning mind).

(a) Describe what psychologists have discovered about schizophrenia. [8]

(b) Evaluate what psychologists have discovered about schizophrenia. [10]

(c) Giving reasons for your answer, suggest how a person with schizophrenia may be treated. [6]

16

ECT

Electrodes are attached to the head, and the button is pressed. An electric shock passes through the brain. The person convulses. This is called electroconvulsive therapy (ECT). It has been used to treat depression in many countries for over 100 years.

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

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

(c) Giving reasons for your answer, suggest ways in which depression can be treated. [6]

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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 'motivation and performance'. [2]

(b) Describe **one** theory of motivation to work. [3]

(c) Give **two** reasons why motivation and performance are not always related. [6]

18 **(a)** Explain, in your own words, what is meant by the term 'operator-machine system'. [2]

(b) Give **one** example of an operator-machine system. [3]

(c) Describe **two** design factors involved in an operator-machine system. [6]

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SECTION B

Answer **one** question from this section.

19

It's tough at the top

Managers often have to make decisions about the working conditions of their workers. Some decisions are popular and they make the workers happy. However, sometimes decisions make the workers very unhappy and reduce their job satisfaction. It isn't easy being a manager.

(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, how would you improve leader-worker satisfaction? Give reasons for your answer. [6]

20

The new toy

The designer: look how beautiful it is!
The marketing manager: how can it best be sold?
The production manager: how easily can we put it together?
The company manager: how much profit will we make?

(a) Describe what psychologists have found out about interpersonal communication systems. [8]

(b) Evaluate what psychologists have found out about interpersonal communication systems. [10]

(c) Giving reasons for your answer, suggest a suitable communication network for a production manager and a team of workers assembling a toy. [6]

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