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UNIVERSITY OF CAMBRIDGE INTERNATIONAL EXAMINATIONS
General Certificate of Education Advanced Level

PSYCHOLOGY **9698/32**

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

3 hours

Additional Materials: Answer Booklet/Paper

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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 'gender issues' in education. [2]

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

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

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

(b) Describe **two** types of 'learning difficulties or disabilities'. [6]

(c) Describe **one** way in which a learning difficulty or disability can be assessed. [3]

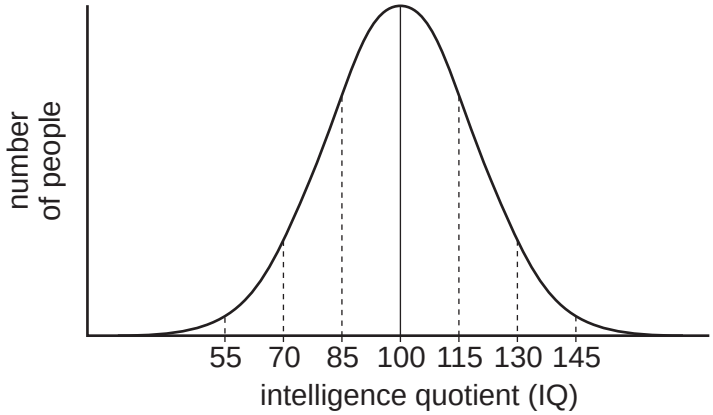
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SECTION B

Answer **one** question from this section.

3 **This is normal**



(a) Describe ways in which educational performance is assessed in schools. [8]

(b) Evaluate ways in which educational performance is assessed in schools. [10]

(c) Imagine you are the parent of a mentally gifted child. Giving reasons for your answer, suggest ways in which you expect the educational performance of your child to be assessed. [6]

4

Washoe

Washoe was taught American sign language using a Behaviourist approach. She would be shown a sign, she would then imitate the sign and then she would be rewarded by being given a tickle. This meant that she was more likely to repeat the sign. However, Washoe was a chimpanzee and teachers cannot tickle children!

(a) Describe how the Behaviourist approach has been applied to human learning. [8]

(b) Evaluate how the Behaviourist approach has been applied to human learning. [10]

(c) Giving reasons for your answer, suggest how a teacher could use the Behaviourist approach when teaching mathematics. [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 'defending territory and space'. [2]

(b) Briefly describe **two** ways in which personal space can be measured. [6]

(c) Using an example, briefly describe **one** type of territory. [3]

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

(b) Briefly describe **two** effects of urban living on social behaviour. [6]

(c) Briefly describe **one** effect of urban living on health. [3]

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SECTION B

Answer **one** question from this section.

7

The stampeding crowd

A stampede of hundreds of shoppers left at least three people crushed to death. The incident occurred after shoppers rushed into a branch of a large international store to claim a limited number of free products being offered to the public.

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

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

(c) Giving reasons for your answer, suggest what may be done to prevent crowd problems when free products are offered to the public. [6]

8

We can stand on our heads!

Often people turn a road map to face the way they are travelling, but then find that by turning the map around they can no longer read the names of towns. A few years ago a new type of map made news headlines. The invention was an upside down map!

(a) Describe what psychologists have found out about environmental cognition. [8]

(b) Evaluate what psychologists have found out about environmental cognition. [10]

(c) You are required to design a 'you are here' map to help new students at your school. Giving reasons for your answer, suggest what important features your map would include. [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 'misuse of health services'. [2]

(b) Outline **two** reasons why people may misuse health services. [6]

(c) Describe **one** way in which the patient-practitioner relationship can be improved. [3]

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

(b) Describe **two** ways in which lifestyles can be measured. [6]

(c) Describe **one** behaviour that would improve health. [3]

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SECTION B

Answer **one** question from this section.

11

If you don't do what you are told …

Studies have shown that if people do not adhere to medical advice they:
- will have a longer recovery period
- are likely to visit the doctor again
- might need more time off work
- might need a stay in hospital.

(a) Describe what psychologists have discovered about adherence to medical advice. [8]

(b) Evaluate what psychologists have discovered about adherence to medical advice. [10]

(c) Giving reasons for your answer, suggest ways in which a medical practitioner can measure adherence to medical advice. [6]

12

Stress is …

There are many different ways in which stress can be defined:
- In physics it is an amount of force exerted on an object.
- In linguistics it is the emphasis that is placed on the sound of a word.

Psychologists would define stress in a different way from both of these.

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

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

(c) Using psychological evidence, suggest how the stress of a student can be managed. [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 'classifying abnormality'. [2]

(b) Describe **two** definitions of abnormality. [6]

(c) Describe **one** type of abnormality. [3]

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

(b) Describe **one** type and **one** characteristic of abnormal affect. [6]

(c) Describe **one** explanation for abnormal affect. [3]

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SECTION B

Answer **one** question from this section.

15

Unconditional positive regard

Psychologists disagree about the causes of abnormality and the best way of treating it. For example, one model believes that if people receive unconditional positive regard they will be mentally healthy. However, if their acceptance by others is *conditional* the result may be distorted self concept which is mental disorder.

(a) Describe models of abnormality. [8]

(b) Evaluate models of abnormality. [10]

(c) Giving reasons for your answer, suggest treatments for an abnormality based on **one** model of abnormality. [6]

16

Mirror, mirror on the wall

90% of people with body dysmorphic disorder excessively check mirrors. Many hope it reflects their greatest wish: that they look normal. But for many it reflects their deepest fear: that some part of their body is defective and that everyone can see it.

(a) Describe what psychologists have found out about somatoform disorders. [8]

(b) Evaluate what psychologists have found out about somatoform disorders. [10]

(c) Giving reasons for your answer, suggest ways in which somatoform disorders may be overcome. [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 the term 'personnel selection'. [2]

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

(c) Outline **one** pitfall or weakness of personnel selection decisions. [3]

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

(b) Briefly describe **two** job analysis techniques. [6]

(c) Give **one** problem with job analysis techniques. [3]

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SECTION B

Answer **one** question from this section.

19

Here comes the judge

According to McAllister there are six personal communication styles:
The Noble: says what is on his or her mind;
The Socratic: likes to argue his or her points fully;
The Reflective: would rather say nothing than hurt feelings;
The Senator: sometimes Noble and sometimes Reflective;
The Candidate: a blend between Socratic and Reflective;
The Magistrate: a blend between Noble and Socratic.

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

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

(c) Giving reasons for your answer, suggest a suitable communication network for medical staff in a hospital. [6]

20

Four principles of workspace layout

Importance: important items should be most accessible;
Frequency of use: the most frequently used items should be most accessible;
Function: items with closely related functions should be grouped together;
Sequence of use: items which are often used in sequence should be grouped together.

(a) Describe what psychologists have found out about human factors in work design. [8]

(b) Evaluate what psychologists have found out about human factors in work design. [10]

(c) Giving reasons for your answer, suggest how accidents in operator-machine systems can be reduced. [6]

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