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Cambridge International AS & A Level

**Cambridge International Examinations**
Cambridge International Advanced Subsidiary and Advanced Level

**PSYCHOLOGY** **9990/42**

Paper 4 Specialist Options: Application **February/March 2018**

**1 hour 30 minutes**

No Additional Materials are required.

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**READ THESE INSTRUCTIONS FIRST**

An answer booklet is provided inside this question paper. You should follow the instructions on the front cover of the answer booklet. If you need additional answer paper ask the invigilator for a continuation booklet.

There is a choice of four specialist options in this question paper. You must answer questions from **two** specialist options.
Answer **two** questions in Section A.
Answer **one** question in Section B.
Answer **one** question in Section C.

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 **5** printed pages, **3** blank pages and **1** Insert.

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## Section A

You must answer **two** questions from this section.
Answer all the parts for the two questions you choose.

### Psychology and abnormality

**1** Billy has a fear of the dark, and has read about Freud's psychoanalytic explanation of phobias. Billy thinks this is a good explanation for his fear, but his sister Janet does not agree.

**(a)** Outline Freud's psychoanalytic explanation of phobias. [2]

**(b)** Give **two** limitations of this psychoanalytic explanation of phobias. [4]

**(c)** Suggest **one** alternative explanation for phobias. [4]

**(d)** Discuss advantages and disadvantages of using case studies to study phobias. You should include a conclusion in your answer. [5]

### Psychology and consumer behaviour

**2** *Joe the Camel most easily recognised by children*

According to Paul Fischer, young children see, understand and remember advertising. Given the health consequences of smoking, the exposure of children to tobacco advertising (such as Joe the Camel) may be a health risk.

**(a)** Outline what is meant by 'brand recognition'. [2]

**(b)** Explain **two** reasons why children are important targets for advertisers, according to Fischer et al. (1991). [4]

**(c)** Suggest **two** reasons why the children in the Fischer et al. study recognised Camel cigarettes more than any other brand. [4]

**(d)** Discuss advantages and disadvantages of using children as participants in psychological research. You should include a conclusion in your answer. [5]

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## Psychology and health

**3** The field experiment by Savage and Armstrong (1990) investigated the effect of consulting style on patients' satisfaction using a random sample of 359 patients from one general practice in London as participants.

**(a)** Explain why Savage and Armstrong used an independent measures design in their field experiment. [2]

**(b)** Outline how Savage and Armstrong followed **two** ethical guidelines and give reasons why it was important to follow these guidelines. [4]

**(c)** Suggest **two** alternative sampling techniques that could have been used to gather participants for this study. [4]

**(d)** Discuss strengths and weaknesses of using a random sample in this study. You should include a conclusion in your answer. [5]

## Psychology and organisations

**4** In the study by Giacalone and Rosenfeld (1987), the Sabotage Reasons Questionnaire asked workers to rate each of the sabotage methods on a 7-point scale of 1 (not at all justifiable) to 7 (totally justifiable).

**(a)** Give **one** way in which this study was ethical. [2]

**(b)** Suggest **two** ways in which the data from the Sabotage Reasons Questionnaire could be analysed, including reasons for your suggestions. [4]

**(c)** Suggest how the reliability of this questionnaire could be tested. [4]

**(d)** Discuss advantages and disadvantages of using a 7-point scale in questionnaires given to workers. You should include a conclusion in your answer. [5]

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## Section B

You must answer **one** question from this section.

### Psychology and abnormality

**5** **(a)** Design a study to assess the effectiveness of virtual reality as a way to measure symptoms of schizophrenia. [10]

**(b)** Explain the psychological and methodological evidence on which your study is based. [8]

### Psychology and consumer behaviour

**6** **(a)** Design a study gathering quantitative data to investigate how different types of gift wrapping affect the expectations of the quality of the gift. [10]

**(b)** Explain the psychological and methodological evidence on which your study is based. [8]

### Psychology and health

**7** **(a)** Design a study using a questionnaire to investigate the reasons why men delay seeking medical help more than women. [10]

**(b)** Explain the psychological and methodological evidence on which your questionnaire is based. [8]

### Psychology and organisations

**8** **(a)** Design a study using an interview to investigate levels of job satisfaction following a job rotation. [10]

**(b)** Explain the psychological and methodological evidence on which your interview is based. [8]

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## Section C

You must answer **one** question from this section.

### Psychology and abnormality

**9** *'A token economy used for patients with schizophrenia in hospitals only makes them behave better for the staff.'*

To what extent do you agree with this statement? Use examples of research you have studied to support your answer. [12]

### Psychology and consumer behaviour

**10** *'People who buy products will always dislike customer-focused sales techniques compared to product-focused or competition sales techniques.'*

To what extent do you agree with this statement? Use examples of research you have studied to support your answer. [12]

### Psychology and health

**11** *'Counting pills is the only valid way to measure adherence to medical advice.'*

To what extent do you agree with this statement? Use examples of research you have studied to support your answer. [12]

### Psychology and organisations

**12** *'Groupthink always has negative consequences.'*

To what extent do you agree with this statement? Use examples of research you have studied to support your answer. [12]

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