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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 **October/November 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 People with symptoms of schizophrenia are often diagnosed through an interview with their doctor. Freeman (2008) says virtual reality (VR) is useful for symptom assessment and the treatment of psychotic disorders. Freeman also says this technology has many other applications.

(a) Explain the symptoms of schizophrenia which are targeted by virtual reality. [2]

(b) Suggest **two** uses of virtual reality in abnormal psychology, other than the application to schizophrenia. [4]

(c) Give **two** differences between the use of virtual reality for symptom assessment of schizophrenia and an interview with a doctor. [4]

(d) Discuss the strengths and weaknesses of using virtual reality to treat schizophrenia. You should include a conclusion in your answer. [5]

Psychology and consumer behaviour

2 Hall et al. (2010) only studied the taste of jam and the smell of tea, but their participants were not told the full truth about the study.

(a) Explain how the participants were recruited in the Hall et al. study. [2]

(b) Give **two** 'criteria of detection' used in this study. [4]

(c) Identify **two** ways in which participants were deceived and suggest why each of these deceptions was necessary. [4]

(d) Discuss the advantages and disadvantages of field experiments when studying consumer behaviour. You should include a conclusion in your answer. [5]

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Psychology and health

3 According to Chung and Naya (2000), studies have shown that only one third of all patients and less than 50% of asthma patients take their pills as prescribed. Using TrackCap™, the following results were obtained.

	Mean %	Median %
TrackCap™ compliance	80	89

(a) Explain the difference between a mean and a median. [2]

(b) Suggest **one** way in which the Chung and Naya study was ethical and **one** way in which this study was unethical. [4]

(c) Give **two** reasons why a TrackCap™ device may not be a valid measure of adherence. [4]

(d) Discuss the advantages and disadvantages of using objective measures of adherence to medical requests. You should include a conclusion in your answer. [5]

Psychology and organisations

4 Manager José was bullied at work for many years. The bullies argued with him every day and stole his belongings. Eventually he left to work for an employer where bullying was not tolerated.

(a) Explain the effects bullying may have on an individual in the workplace. [2]

(b) Suggest **two** phases in the development of bullying at work. [4]

(c) Give **two** differences between dispute-related bullying and predatory bullying. [4]

(d) Discuss the advantages and disadvantages of using interviews to investigate bullying at work. 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 longitudinal study to investigate whether electro-convulsive therapy (ECT) as a treatment for schizophrenia has side effects. [10]

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

Psychology and consumer behaviour

6 **(a)** Design a study to investigate whether slogans linked to a brand are recalled significantly more than slogans which are not linked to a brand. [10]

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

Psychology and health

7 Zahir has broken his leg. You want to know if Zahir's leg is hurting less over time.

(a) Design a study using observation to measure Zahir's pain over time. [10]

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

Psychology and organisations

8 **(a)** Design a study to investigate how much managers know about Maslow's hierarchy of needs. [10]

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

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Section C

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

Psychology and abnormality

9 *'In the future it will be a fact that the cause of depression is biological.'*

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 *'Researching the effect of advertising on children is not useful.'*

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 *'Failure to attend a medical appointment should be punished.'*

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 *'Managers only need to set clear goals to motivate their workers.'*

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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