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Cambridge Assessment International Education

Cambridge International AS & A Level

PSYCHOLOGY **9990/42**

Paper 4 Specialist Options: Application and Research Methods **October/November 2025**

1 hour 30 minutes

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You must answer on the enclosed answer booklet.

You will need: Answer booklet (enclosed)

INSTRUCTIONS

- Answer **five** questions in total:
  - Answer questions from **two** options.
    - Section A: answer **four** questions.
    - Section B: answer **one** question.
- Follow the instructions on the front cover of the answer booklet. If you need additional answer paper, ask the invigilator for a continuation booklet.

INFORMATION

- The total mark for this paper is 60.
- The number of marks for each question or part question is shown in brackets [ ].

This document has **8** pages. Any blank pages are indicated.

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Section A

Answer questions from **two** options in this section.

Clinical Psychology

Answer **all** questions if you have studied this option.

1 From the key study by Lovell et al. (2006) on the treatment of obsessive-compulsive disorder (OCD):

(a) Outline **two** measures used in this study, other than the client satisfaction questionnaire. [4]

(b) Suggest how the validity of **one** of these measures could be tested. [2]

(c) Explain **two** strengths of using rating scales to assess the effectiveness of telephone-administered treatment of OCD. [4]

2 Miller used a case study to support his 'feeling-state theory' of impulse control disorders.

(a) Outline Miller's feeling-state theory explanation of impulse control disorders. [2]

(b) Suggest **one** way Miller could support his theory, other than with a case study. [2]

(c) Explain **two** reasons why generalisations **cannot** be made about feeling-states from one study. [4]

Consumer Psychology

Answer **all** questions if you have studied this option.

3 From the key study by Snyder and DeBono (1985) on consumer personality and advertising:

(a) Outline the **two** types of message that were presented to the participants in study 3. [4]

(b) Suggest how **one** feature of the design of a telephone interview could have been applied in this study. [2]

(c) Explain **one** strength and **one** weakness of using university students as participants in this study on consumer personality and advertising. [4]

4 Cialdini outlined six ways to close a sale.

(a) Outline what is meant by the term 'scarcity' in relation to closing a sale, using any sales example. [2]

(b) Suggest **one** reason why the use of scarcity leads people to buy a product. [2]

(c) Explain **two** strengths of using scarcity, for the seller of a product. [4]

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Health Psychology

Answer **all** questions if you have studied this option.

5 From the key study by Savage and Armstrong (1990) on the effect of practitioner style on patient satisfaction:

(a) Describe **two** ways that ethical guidelines were followed in this study. [4]

(b) Suggest **one** way that data about satisfaction with the doctor could have been collected, other than by postal questionnaire. [2]

(c) Explain **one** strength and **one** weakness of collecting data on patient satisfaction one week after the consultation, as done in this study. [4]

6 **(a)** Outline how **one** study used fear arousal to promote health (e.g. Janis and Feshbach, 1953). [2]

(b) Suggest **one** way the fear arousal and providing information strategies could be used together to promote fire safety behaviour. [2]

(c) Explain **two** weaknesses of using fear arousal to promote health. [4]

Organisational Psychology

Answer **all** questions if you have studied this option.

7 The key study on applying self-determination theory to motivational rewards by Landry et al. (2019) was conducted in a laboratory.

(a) Describe the **two** measures used to control individual differences in this study. [4]

(b) Suggest **one** reason why using a laboratory could limit the application of this study to everyday life in organisations. [2]

(c) Explain **two** strengths of using a laboratory to investigate motivational rewards. [4]

8 Scouller proposed three levels of leadership.

(a) Outline what is meant by a 'private' level of leadership. [2]

(b) Suggest **one** closed question that a worker could be asked to investigate a leader's private level of leadership. [2]

(c) Explain **two** weaknesses of asking workers about their leader's private level of leadership. [4]

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Section B

Answer **one** question from this section.

Clinical Psychology

9 **(a)** Plan a study using a questionnaire to investigate thoughts about fires in people diagnosed with pyromania.

Your plan must include details about:
- question format
- questionnaire technique. [10]

(b) For **one** piece of psychological knowledge on which your plan is based:

(i) Describe this psychological knowledge. [4]

(ii) Explain how you used **two** features of this psychological knowledge to plan your study. [4]

(c) **(i)** Explain **one** reason for your choice of question format. [2]

(ii) Explain **one** weakness of your choice of question format. [2]

(iii) Explain **one** reason for your choice of questionnaire technique. [2]

Consumer Psychology

10 **(a)** Plan an experiment to investigate differences between adult males and adult females in brand recognition.

Your plan must include details about:
- directional or non-directional hypothesis
- descriptive statistics. [10]

(b) For **one** piece of psychological knowledge on which your plan is based:

(i) Describe this psychological knowledge. [4]

(ii) Explain how you used **two** features of this psychological knowledge to plan your experiment. [4]

(c) **(i)** Explain **one** reason for your choice of directional or non-directional hypothesis. [2]

(ii) Explain **one** strength of your choice of type of experiment. [2]

(iii) Explain **one** reason for your choice of descriptive statistics. [2]

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Health Psychology

11 **(a)** Plan a study using an interview to investigate unrealistic optimism in adults about health beliefs.

Your plan must include details about:
- question format
- interview format. [10]

(b) For **one** piece of psychological knowledge on which your plan is based:

(i) Describe this psychological knowledge. [4]

(ii) Explain how you used **two** features of this psychological knowledge to plan your study. [4]

(c) **(i)** Explain **one** reason for your choice of question format. [2]

(ii) Explain **one** weakness of your choice of question format. [2]

(iii) Explain **one** reason for your choice of interview format. [2]

Organisational Psychology

12 **(a)** Plan a study using an interview to investigate whether praise or recognition is the **most** effective way to motivate workers in an organisation.

Your plan must include details about:
- sampling technique
- interview format. [10]

(b) For **one** piece of psychological knowledge on which your plan is based:

(i) Describe this psychological knowledge. [4]

(ii) Explain how you used **two** features of this psychological knowledge to plan your study. [4]

(c) **(i)** Explain **one** reason for your choice of sampling technique. [2]

(ii) Explain **one** weakness of your choice of sampling technique. [2]

(iii) Explain **one** reason for your choice of interview format. [2]

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