

Section A (50 marks)

Answer **both** questions in this section.

- 1** Demattè et al. used a laboratory experiment to investigate smells and facial attractiveness. An alternative way to investigate smells and facial attractiveness would be to conduct an observation.
- (a) Describe observation as a research method. [5]
 - (b) Design an alternative investigation which tests smells and facial attractiveness as an observation and describe how it could be conducted. [10]
 - (c) Evaluate this alternative way of studying smells and facial attractiveness in methodological and practical terms. [10]
- 2** Bandura et al. conducted a study to investigate the causes of aggression.
- (a) What is meant by the 'behaviourist perspective' in psychology? [2]
 - (b) Explain why the Bandura et al. study is an example of the behaviourist perspective. [3]
 - (c) Discuss the strengths and weaknesses of research in a laboratory using the Bandura et al. study as an example. [10]
 - (d) Discuss the extent to which the Bandura et al. study is ethical. [10]

Section B (20 marks)

Answer **one** question from this section.

- 3 (a)** Outline what is meant by the 'longitudinal method' in psychology. [2]

Using the studies from the list below, answer the questions which follow:

Rosenhan (sane in insane places)
Thigpen and Cleckley (multiple personality disorder)
Freud (little Hans)

- (b)** Describe how the data were collected in each of these studies. [9]

- (c)** What are the problems when carrying out studies using the longitudinal method? [9]

- 4 (a)** Outline what is meant by 'qualitative data'. [2]

Using the studies from the list below, answer the questions which follow:

Haney, Banks and Zimbardo (prison simulation)
Milgram (obedience)
Piliavin et al. (subway Samaritans)

- (b)** Describe the qualitative results collected in each of these studies. [9]

- (c)** What problems may psychologists have when they collect qualitative data in their studies? [9]

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