**UNIVERSITY OF CAMBRIDGE INTERNATIONAL EXAMINATIONS**
General Certificate of Education Advanced Level

**PSYCHOLOGY** **9698/03**

Paper 3  The Specialist Choices

October/November 2004

**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 on both sides of the paper.
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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This document consists of **11** printed pages and **1** blank page.

UNIVERSITY *of* CAMBRIDGE

## 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 'motivation in education'. [2]

**(b)** Describe **two** ways in which motivation in a classroom can be improved. [6]

**(c)** Describe **one** example of learned helplessness. [3]

**2** **(a)** Explain, in your own words, what is meant by the 'cognitive' approach to education. [2]

**(b)** Describe **two** ways in which the cognitive approach has been applied in education. [6]

**(c)** Describe **one** weakness of the cognitive approach in education. [3]

## SECTION B

Answer **one** question from this section.
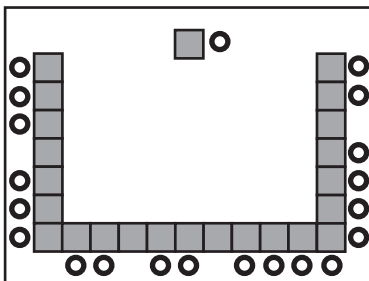
**3**

### The heat is on …

Dear student,
My name is Rachael and I am about to take my A level examinations. I am concerned about the ways in which I will be assessed but my dad says I should not worry as A level assessment is standardised for everyone. But, when I was younger we had different types of assessment depending on the work we did and the teacher we had. Was it the same for you? How was work assessed in your school?

**(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)** Giving reasons for your answer, suggest ways in which the artistic ability of children could be assessed. [6]
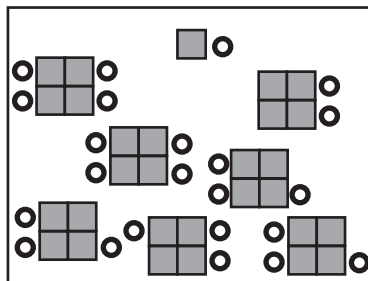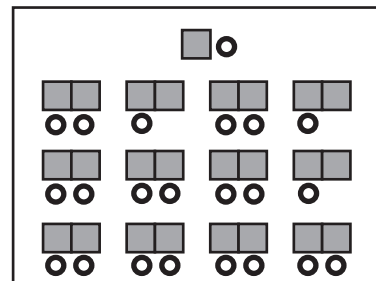
**4**

### To sit or not to sit

Design and layout of an educational environment: seating arrangements in a classroom



'horse shoe' design          'modern' design          'traditional' design

**(a)** Describe what psychologists have learned about the design and layout of educational environments. [8]

**(b)** Evaluate what psychologists have learned about the design and layout of educational environments. [10]

**(c)** Giving reasons for your answer, suggest a suitable design for a classroom of six-year-old children. [6]

## 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 'noise'. [2]

   **(b)** Describe **two** studies showing the negative effects of noise on performance. [6]

   **(c)** Describe **one** way in which the negative effects of noise on performance may be reduced. [3]

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

   **(b)** Describe **two** studies showing the negative effects of climate and/or weather on performance. [6]

   **(c)** Describe **one** way in which the effects of seasonal affective disorder (SAD) may be reduced. [3]

## SECTION B

Answer **one** question from this section.

**7**

### Spaced out?

High social density can often produce the negative feeling of crowding but high social density can also lead to positive feelings and enjoyment. Suppose you are taking a journey on a bus. The more people there are in the available space the more negative we feel. However, if you are at a sporting event, the more people there are in attendance the more positive the experience.

**(a)** Describe what psychologists have found out about density and crowding. [8]

**(b)** Evaluate what psychologists have found out about density and crowding. [10]

**(c)** Using your psychological knowledge suggest what may be done to cope with the effects of crowding when on public transport, such as a bus. [6]

**8**

### Still … you turn me on

A major technological catastrophe nearly happened at 4am on the 28th March 1979 at Three Mile Island nuclear power reactor in the United States of America. An indicator light showed workers an important valve was closed when in fact it was open. Large quantities of radioactive water flooded into the reactor building. No one died but repairing the plant cost an estimated $1000 million.

**(a)** Describe what psychologists have found out about natural disaster and/or technological catastrophe. [8]

**(b)** Evaluate what psychologists have found out about natural disaster and/or technological catastrophe. [10]

**(c)** Giving reasons for your answer, suggest ways in which psychologists could help people **after** the occurrence of a natural disaster or technological catastrophe. [6]

**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 'health promotion'. [2]

   **(b)** Outline **two** methods that have been used by psychologists to change health behaviours. [6]

   **(c)** Describe **one** community health promotion campaign. [3]


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

   **(b)** Describe **two** theories of substance abuse applied to **one** substance. [6]

   **(c)** Describe **one** way in which people can be discouraged from abusing a substance. [3]

## SECTION B

Answer **one** question from this section.

**11**

### Enjoy life!

Over 99% of us are born healthy, yet as soon as we are able many people adopt an unhealthy lifestyle. Some people eat too much or too little; they may often eat unhealthy food. Some people exercise, but many do not. Some people smoke cigarettes and some drink alcohol. People frequently behave in unsafe ways. Wouldn't life be less exciting if they behaved themselves!

**(a)** Describe what psychologists have discovered about lifestyles and health behaviour.  [8]

**(b)** Evaluate what psychologists have discovered about lifestyles and health behaviour.  [10]

**(c)** Using your psychological knowledge, suggest ways in which people can be encouraged to improve their lifestyle and health behaviour.  [6]

**12**

### So, do as you are told!

Adherence to medical advice means doing what we are told by health professionals and being sensible about our health. This could be as simple as taking medicine when we are ill, but it seems that people do not often follow this advice.

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

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

**(c)** Using psychological evidence, suggest what can be done to improve adherence to medical advice.  [6]

## 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 'model of abnormality'. [2]

**(b)** Describe **one** historical explanation of abnormality. [3]

**(c)** Describe **two** historical treatments for mental illness which have been shown to be ineffective. [6]

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

**(b)** Briefly describe **two** symptoms of an abnormal affect. [6]

**(c)** Give **one** way an abnormal affect of your choice can be treated. [3]

## SECTION B

Answer **one** question from this section.

**15**

### Here today, gone tomorrow

The term fugue comes from a Latin word meaning wild or confused flight. It involves a person leaving his usual place of work and home and taking on a new identity. This is not a conscious process as he does not remember his previous identity.

**(a)** Describe what psychologists have found out about abnormal affect due to trauma. [8]

**(b)** Evaluate what psychologists have found out about abnormal affect due to trauma. [10]

**(c)** Giving reasons for your answer, suggest ways in which abnormal affect due to trauma can be treated. [6]

**16**

### Burn baby, burn

It starts with a feeling of tension; it builds into an impulse that demands action; an uncontrollable need that must be satisfied. The pyromaniac must start (or watch) a fire. It is only through doing this that the pyromaniac experiences the intense sensation of release, of satisfaction and even pleasure.

**(a)** Describe what psychologists have learned about abnormal avoidance and/or need. [8]

**(b)** Evaluate what psychologists have learned about abnormal avoidance and/or need. [10]

**(c)** Giving reasons for your answer, suggest how an abnormal need of your choice may be treated. [6]

**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 'job analysis'. [2]

   **(b)** Briefly describe **one** job analysis technique. [3]

   **(c)** Describe **two** reasons why performance is appraised. [6]

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

   **(b)** Briefly describe **one** physical and **one** psychological condition of a work environment. [6]

   **(c)** Describe **one** way in which the negative effects of physical work conditions can be reduced. [3]

## SECTION B

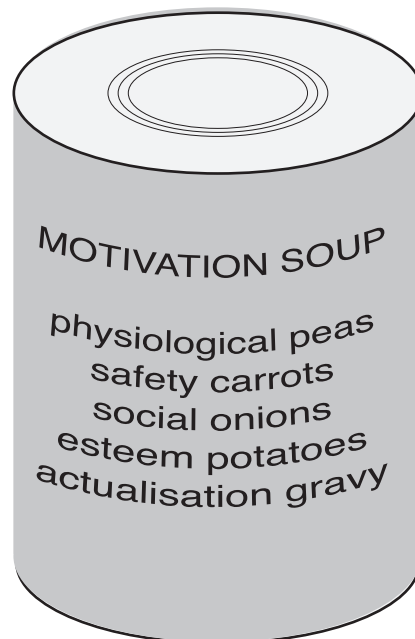Answer **one** question from this section.

**19**

### Sophy

Leadership is the ability to guide a group toward the achievement of goals. An effective leader is usually intelligent, self-assured, flexible, extroverted and well-adjusted. They delegate responsibility and are both task and relationship oriented. This may be true, but in one office, manager Sophy found that giving workers chocolate every now and then worked just as well!

**(a)** Describe what psychologists have discovered about leadership and management. [8]

**(b)** Evaluate what psychologists have discovered about leadership and management. [10]

**(c)** If you owned a company, how would you improve leader-worker satisfaction? Give reasons for your answer. [6]

**20**

### In the soup!



**(a)** Describe what psychologists have discovered about motivation to work. [8]

**(b)** Evaluate what psychologists have discovered about motivation to work. [10]

**(c)** Using your psychological knowledge, suggest how the management of any company could increase performance through motivation. [6]

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