

Section A (50 marks)

Answer **both** questions in this section.

- 1 Demattè et al (smells and facial attractiveness) conducted a laboratory experiment on female college students. An alternative method to investigate this would be to conduct a field experiment, for example, at a social event.
- (a) Describe the field experiment as a research method. [5]
 - (b) Design an alternative study to the Demattè et al study using a field experiment and describe how it could be conducted. [10]
 - (c) Evaluate this alternative way of studying smells and facial attractiveness in **practical** terms rather than ethical terms. [10]
- 2 Maguire et al investigated the brain activity of taxi drivers using a PET scanner.
- (a) What is meant by the term 'physiological processes'? [2]
 - (b) Explain why Maguire et al's study is an example of the physiological approach. [3]
 - (c) Discuss the strengths and weaknesses of using the snapshot method to investigate brain activity. [10]
 - (d) Compare and contrast the physiological testing approach as used by Maguire et al with other ways of gathering data. [10]

3

Section B (20 marks)

Answer **one** question from this section.

- 3 (a) Outline what is meant by the term 'reductionism'. [2]

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

Tajfel (intergroup categorisation)
Billington et al (empathising and systemising)
Bandura et al (aggression)

- (b) Describe how the data were collected in each of these studies. [9]
(c) What are the advantages of using a reductionist explanation for psychologists? [9]

- 4 (a) Outline what is meant by the term 'ethical guideline'. [2]

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

Milgram (obedience)
Loftus and Pickrell (false memories)
Nelson (children's morals)

- (b) Outline **one** ethical guideline. Explain how it was addressed in each of these studies. [9]
(c) What problems do psychologists face when they try to create ethical studies? [9]

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