

UNIVERSITY OF CAMBRIDGE INTERNATIONAL EXAMINATIONS General Certificate of Education Advanced Subsidiary Level and Advanced Level

PSYCHOLOGY 9698/23

Paper 2 Core Studies 2

October/November 2013

1 hour 30 minutes

Additional Materials: Answer Booklet/Paper

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.

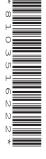
Do not use staples, paper clips, highlighters, glue or correction fluid.

Answer **both** questions in Section A.

Answer **one** question in Section B.

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.



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]

© UCLES 2013 9698/23/O/N/13

Section B (20 marks)

Answer one question from this section.

3	(a)	Outline what is meant by the term 'reductionism'.	[2]
	Usiı	ng 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) Usii	Outline what is meant by the term 'ethical guideline'. In the studies from the list below, answer the questions which follow.	[2]
		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]

© UCLES 2013 9698/23/O/N/13

Δ

BLANK PAGE

Permission to reproduce items where third-party owned material protected by copyright is included has been sought and cleared where possible. Every reasonable effort has been made by the publisher (UCLES) to trace copyright holders, but if any items requiring clearance have unwittingly been included, the publisher will be pleased to make amends at the earliest possible opportunity.

University of Cambridge International Examinations is part of the Cambridge Assessment Group. Cambridge Assessment is the brand name of University of Cambridge Local Examinations Syndicate (UCLES), which is itself a department of the University of Cambridge.

© UCLES 2013 9698/23/O/N/13