

NAME:

MARK:

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Grade:

Section D Research Methods

Answer all questions in this section.

A psychologist investigated the relationship between how patient people were when queuing for a theme park ride and how they rated their experience of it.

She posed as a member of staff so that she could observe people without them knowing. Every 30 minutes, the psychologist selected a person from the queue. She observed that person and measured how patient they appeared to be using a scale of 1 to 10 with 1 being 'very impatient' and 10 being 'very patient'.

Once that person had been on the ride, she explained the aim of her research. If they agreed to be part of the study, she then asked them to rate their experience of the ride on a scale of 1 to 10 with 1 being 'not exciting at all' and 10 being 'very exciting'.

Need more help?

Check out pages 131, 137, 163, 184, 189 & 192-193 of your textbook.

1. Explain whether the data collected would be quantitative or qualitative data. Justify your answer.

1 mark for understanding the data is quantitative.

1 mark for a justification of this answer in context of the study, e.g. patience is measured on a numerical scale.

Marker's Comments – Qu. 1

If qualitative data is selected then it is still possible to earn the second mark if the explanation is actually of quantitative data.

Need more help?

Check out pages 184-185 & 215 of your textbook.

2. Outline one strength of using a rating scale to measure people's experience of the ride.

Examples of a 1 mark answer:

• Objectivity (1). • Easier to draw comparisons (1). • Requires less insight from participants (1).

Examples of a 2 mark answer:

- It is more objective (1) to score someone's excitement rather than asking them to describe it. [2]
- Easier to look for patterns (1) in this case between levels of excitement and patience.

Qu. 2 Comments

1 mark for evaluation of a strength of using a rating scale
1 mark for applying this strength to the study
Also credit strengths related to self report.

Need more help?

Check out pages 187-188 of your textbook.

3. Evaluate the use of the observation method in this study.

Credit evaluation points that refer to the observational method in psychology, or specific types used in this study (naturalistic, covert, non-participant). Points can be positive (e.g. high ecological validity, no observer effect) or negative (e.g. observer bias, lack of control of variables, no consent). The points should apply to the study described whether explicitly or implicitly.

Level 3 (4-5 marks):

There is a thorough evaluation of the observational method. This should be done with accuracy and clarity and clearly apply to the source. There should be evidence of coherency throughout the evaluation.

Level 2 (2-3 marks):

There is a good evaluation of the observational method. This should be done with some accuracy. Application to the source should be implicit if not explicit. There should be some evidence of coherency within the evaluation.

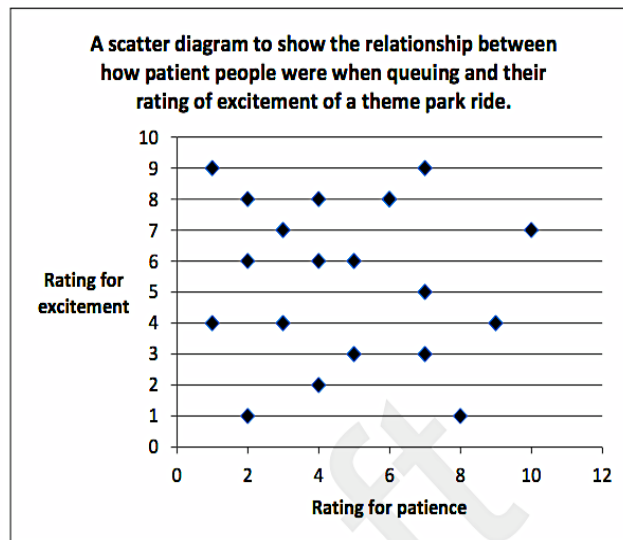
Level 1 (1 marks):

There is a basic attempt to evaluate the observational method. Evaluation may be more common sense than technical. Points may only apply to the source in an implicit way.

(0 marks):

No credit worthy response.

4. The psychologist presented her findings using a scatter diagram, as shown below.



Need more help?

Check out pages 190-191 of your textbook.

Explain what the psychologist would conclude from this scatter diagram.

1 mark for identifying the scatter diagram shows no/zero correlation.

1 mark for a statement that recognises there is no relationship between how exciting people found the ride and how patient they were when queuing.

[2]

Qu. 5 Marker's Comments

1 mark for each weakness identified (maximum of 2).

2nd mark for context (maximum of 2). Limit of 2 marks available if not contextualized.

Candidates might refer (but are not limited) to the following concepts when contextualising their answers:

- Reliability
- Demand characteristics
- Observer effect
- Gender bias
- Cultural bias
- Age bias
- Experimenter bias
- Observer bias
- Social desirability
- Ethical issues

Need more help?

Check out pages 189-191 of your textbook.

5. Explain **two** weaknesses of **this** correlational study.

Examples of 1 mark:

- You cannot establish cause and effect between patience and excitement (1).
- It only shows a relationship between patience and excitement (1).
- There are too many uncontrolled variables e.g. other people, the quality of the ride. (1).

Example of a 2 mark answer:

- Researchers cannot establish cause and effect e.g. being patient causes more excitement (1) because variables are not manipulated (1).

Need more help?

Check out pages 104, 109, 163, 204 of your textbook.

6. Outline **one** way in which this study could show gender bias.

Examples of a 1 mark answer:

- More males may have been studied than females (1).
- The researcher may perceive males as being more impatient when they're not (1).

Examples of a 2 mark answer:

- The research may be gender bias if the sample has much more of one sex than another (1). For example, if the ride appeals more to females (1).
- The researcher's own biases may affect her ratings (1) as she may perceive males as being more impatient when they're not (1).

[3]

Examples of a 3 mark answer

- The research may be gender bias if the sample has much more of one sex than another (1). For example, if the ride appeals more to females (1) then they will be over-represented in the data (1).
- Males and females may want to present a different image when rating the ride (1) as males may want to come across as being more macho and rate the ride as less exciting (1) so their ratings are less valid