

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'.

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

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.....[2]

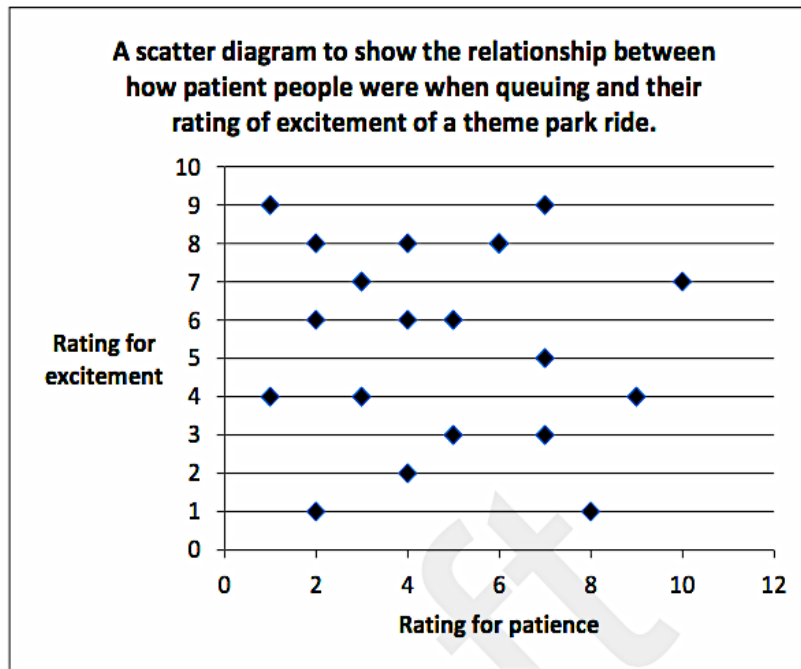
2. Outline **one** strength of using a rating scale to measure people's experience of the ride.

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.....[2]

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

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



Explain what the psychologist would conclude from this scatter diagram.

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.....[2]

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

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

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.....[3]