

## 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 or go to <https://passmorespsychology.weebly.com/research-in-psychology.html>

**18.** 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. 18

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

**19.** 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 (1)
- Easier to look for patterns (1) in this case between levels of excitement and patience.(1)

#### Need more help?

Check out pages 184-185 & 215 of your textbook or go to <https://passmorespsychology.weebly.com/research-in-psychology.html>

#### 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.

20. Evaluate the use of observation method in this study

**Need more help?**  
Check out pages 187-188 of your textbook.

The researcher used a covert (non-participant) observation so the participants did not know that they were being observed (1).

This means that they would act more naturally as there is no observer effect (1) and the data is more reliable as there is less chance of social desirability or demand characteristics (1).

By using a covert observation this increases the ecological validity (1) as the participants did not know they were being watched and would act more naturally (1)

The use of a covert observation can be seen as unethical (1) as the participants could not give consent to take part (1).

There could be observer bias (1) as the researcher was making judgements of their based on their levels of impatience, which is only one interpretation (1).

**Qu. 14 Comments**

**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.

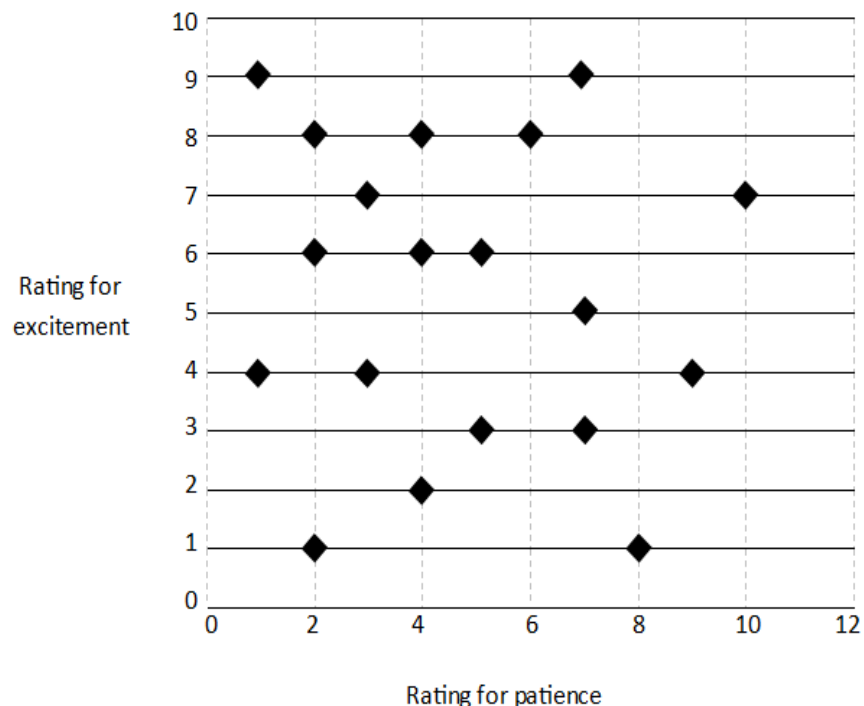
[5]

**(0 marks):**

No credit worthy response.

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

A scatter diagram to show the relationship between how patient people were when queuing and their rating of excitement of a theme park ride.



**Need more help?**

Check out pages 185-187 of your textbook or go to <https://passmorepsychology.weebly.com/research-in-psychology.html>

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]

22. Explain **two** weaknesses of **this** correlation study.

**Need more help?**

Check out pages 189-191 of your textbook or go to <https://passmorepsychology.weebly.com/research-in-psychology.html>

**Example of a 2 mark answer:**

- A correlation study does not allow researchers to establish cause and effect e.g. being patient causes more excitement (1) because variables are not manipulated (1).
- As the researcher was the only person who observed the participant's behaviour the study could be limited by observer bias (1) as her idea of patience could be different to someone else. (1)
- As the researcher selected participants every 30 minutes from the queue it could have been unrepresentative sample (1) this could have led to cultural or age bias making it difficult to generalise to the wider population. (1)

**Qu. 22 Marker's Comments**

1 mark for each weakness identified (maximum of 2).  
2<sup>nd</sup> 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  
• Cultural bias  
• Age bias  
• Observer bias  
• Social desirability  
• Ethical issues [4]

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

**Need more help?**

Check out pages 104, 109, 163, 204 of your textbook or go to <https://passmorepsychology.weebly.com/research-in-psychology.html>

**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).

**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 than females (1).