

PSYCHOLOGY

Time allowed: 1.5 hours (90 minutes)

Section A (40%): You must answer all FOUR (4) questions

Section B (60%): You must answer ONE (1) question from a choice of six

SECTION A (40%)

Read the following research outline, and answer all FOUR (4) questions below.

A company wants to establish if a new medicine is useful in improving sleep quality. To do this, the company puts out an advertisement on social media inviting people who have recently been suffering from insomnia to volunteer for the study. They enroll the first 100 people who respond, and get these individuals to complete a questionnaire measuring sleep duration and quality. They then administer the new medicine every night for a week, and at the end of this period ask the individuals to again complete the sleep quality questionnaire.

1. List any potential problems with the research methodology used.
2. Describe how you could improve the design and methods for this research.
3. What types and formats of questions might be included in the questionnaire, and why?
4. What ethical issues need to be considered in this project?

PLEASE MOVE ON TO SECTION B ON THE NEXT PAGE

SECTION B (60%)

Answer ONE (1) question from the choice of six below.

- 1) Why is reading important from a psychological perspective?
- 2) Why do people from all over the world laugh and tell jokes on a daily basis? It appears that a sense of humour satisfies specific psychological needs and offers numerous potential benefits. Please discuss why individuals may utilize and derive enjoyment from humour in their lives. What are some of the advantages of using humour, and are there any potential drawbacks associated with it?
- 3) What is happiness and how can psychology help us to understand and improve human happiness?
- 4) With limited funding and resources and an increase in the prevalence of common mental health disorders such as anxiety and depression, how might the National Health Service (NHS) best try to help reduce rates of these disorders.
- 5) Psychologists and engineers work together all the time to design equipment that is used by people - ensuring it is both fit for purpose and as efficient as possible. Give some examples of where you consider this happens and identify the principles of cognitive psychology you see being applied.
- 6) Compare and contrast laboratory and naturally occurring experiments.