

PSYCHOLOGY

Time Allowed – 1.5 hours

Instructions for Students:

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 researcher wishes to investigate whether university students prefer learning about statistics through lectures, or via an on-line course. To do this, the researcher implements a questionnaire design, handing out 1000 questionnaires to final-year university students, asking about their learning experience at university.

1. Why might it be useful to answer such a research question?
2. What kind of questions might the researchers ask in the questionnaire?
3. Is a questionnaire design suitable for this type of research question? Give reasons for your answer.
4. What are the ethical considerations?

SECTION B (60%)

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

1. Is psychology useful to society? Discuss reasons for your decision.
2. What are the ethical considerations one should always take into account when conducting research with human participants?
3. Research suggests that exercise can help reduce the symptoms of depression. With this in mind, a local Health Board decides to run an aerobics class tailored for patients with clinical depression. One month into the programme, they successfully recruit females but struggle to recruit males. Why might that happen and how can the Health Board address the problem?
4. Talking on the phone while driving is against the law. Explain a) why you think it is dangerous and b) how psychology can help make driving safer for drivers, passengers and other road users. Try to focus your answer on aspects of cognition.
5. There has been a recent change in Wales that involves people having to 'opt-out' of organ donation rather than opting in. Discuss whether this is an ethical approach to health behaviour and the potential positive or negative psychological benefits that could result from this policy.
6. Do media messages influence people's beliefs and behaviours, for example about recycling, smoking or weight? Give reasons for your answer.

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