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 wether university students prefer learning about social psychology through a combination of lectures and seminars, or via an on-line course. To do this, the researcher administers a questionnaire to 1000 first-year university students, who are just starting their degree course, asking about their preferences.

1. Idenfity any problems with the data gathering method used here.

2. How might the design be improved?

3. Identify a positive aspect of the design implemented.

4. What are the ethical considerations involved?

SECTION B (60%)
Answer ONE (1) question from the choice of six below.

1. Different people are attracted to different career paths in life. Discuss why this might be the case, drawing as much as possible on your knowledge of individual differences and socio-economic status, which might include contemporary literature on evolutionary psychology.

2. Do you think it's a good idea to revise for exams while listening to music? Justify your answer in terms of memory and other issues relating to psychology.

3. Why do you think that the media has a relatively powerful influence on people's beliefs and ideas?

4. When conducting research with human participants, there are basic ethical considerations that must always be taken into account. What are these and how can they be implemented?

5. Why might it be useful to study psychology in today's society?

6. If we know that regular exercise and a well-balanced dieat contribute to good living standards, why do so many of us ignore this information, practicing little exercise on a regular basis and not giving much weight to what we eat? How can public institutions such as schools influence people's behaviour in this respect in a positive way?