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**Joseph Banks  
Secondary College**

**Research Methods, Cognition and Communication  
Worth 5% of the YEAR Mark**

**Question/Answer Booklet**

**PSYCHOLOGY**

**Units 3 and 4**

Student name : \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

# Time allowed for this paper

## Reading time before commencing work**: thee minutes**

Working time for the paper: **sixty-one minutes**

# Materials required/recommended for this paper

***To be provided by the supervisor:***

This Question/Answer Booklet

Formulae and Data Booklet

***To be provided by the candidate:***

Standard items: pens (blue/black preferred), pencils (including coloured), sharpener,

correction tape/fluid, eraser, ruler, highlighters.

Special items: non-programmable calculators approved for use in the WACE examinations

# Important note to candidates

No other items may be taken into the examination room. It is **your** responsibility to ensure that you do not have any unauthorised notes or other items of a non-personal nature in the examination room. If you have any unauthorised material with you, hand it to the supervisor **before** reading any further.

**Structure of this paper**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| Section | Number of questions available | Suggested working time  (minutes) | Your Mark | Marks available | Percentage of test |
| Section One:  Research Methods | 2 | 20 |  | 20 | 50 |
| Section Two:  Short Answer | 3 | 41 |  | 43 | 50 |
|  |  | **Total** |  | 63 | 100 |

**Instructions to candidates**

1. The rules for the conduct of Western Australian external examinations are detailed in the *Year 12 Information Handbook 2016*. Sitting this examination implies that you agree to abide by these rules.
2. Write your answers in this Question/Answer Booklet.
3. When calculating numerical answers, show your working or reasoning clearly. Your working should be in sufficient detail to allow your answers to be checked readily and for marks to be awarded for reasoning.

In calculations, give final answers to one significant figures and include appropriate units where applicable.

1. You must be careful to confine your responses to the specific questions asked and to follow any instructions that are specific to a particular question.
2. Supplementary pages for the use of planning/continuing your answer to a question may have been provided at the end of this Question/Answer booklet. If you use these pages to continue an answer, indicate at the original answer where the answer is continued, i.e. give the page number.

**Section One: Research methods (20 Marks)**

**Question 1 (10 marks)**

An experiment was conducted to determine the effect of meditation on memory. Researchers randomly divided 100 Year 11 students into two groups, with 50 participants in each group. Group One participated in 20 minutes of meditation before the test while Group Two did not participate in meditation. All participants sat a memory recall test at the same venue at the same time. The test required participants to recall as many French words as possible from a list of 20 words they had been shown earlier.

(a) List **two (2)** variables the researchers controlled in this study.   (2 marks)

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(b)  Write an operationalised hypothesis for this study.   (3 marks)

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(c)  Identify the **two (2) main** sources of error in this experimental design. For each source of error, explain how the design could be improved. (4 marks)

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| --- | --- |
| **Source of Error** | **Improvement** |
|  |  |
|  |  |

**Question 2 (10 marks)**

(a) Define ‘privacy’ and ‘confidentiality’ as they relate to psychological research and outline the difference between the two terms. (3 marks)

Privacy:

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Confidentiality:

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Difference:

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(b) Define ‘archival research’. (1 mark)

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(c) Outline one advantage and one disadvantage of archival research over other forms of non-experimental methods. (2 marks)

Advantage:

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Disadvantage:

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1. A p-value is. Statistical term for the role of probability in research. Describe how you would explain p= .05. (2 marks)

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(e) Quantitative data can be displayed through many different methods; however, some methods are better suited. To certain data and situations than others.

For each of the following scenarios, identify which is the most appropriate quantitative. Display method and justify your choice. (6 marks)

Longitudinal data showing yearly changes in intelligence:

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A series of medians and modes for a set of data:

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The relationship between mood scores and appetite:

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**Section Two - Short answer questions**

**Question One – Cognition (25 marks)**

1. Define the terms haptic and echoic memory. (2 marks)

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1. Describe the multi-store model of memory, including the function and characteristics of each stage. (8 marks)

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1. Compare and contrast the multi-store model of memory and the working memory model of memory

(2 marks)

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| --- | --- |
| Compare | Contrast |
|  |  |

1. Define the term learning. (2 marks)

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1. Stacy is a first-year teacher dealing with an unruly classroom of year 7’s. She wants to set up a positive environment for her students to study in but first needs to find ways to motivate them to behave appropriately. (4 marks)
   1. *Identify two forms of negative reinforcement that Stacy can use to shape the behaviour in her classroom*:

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* 1. *Identify one form of positive punishment and one form of negative punishment that Stacy can use to shape the behaviour in her classroom*:

*\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_*

1. CBT works to treat depression in three ways. Describe these three ways with an example for each. (3 marks)

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1. Systematic desensitisation and CBT are both ways of behaviour modification.
   1. Define the term behaviour modification. (2 marks)

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* 1. Identify two differences between CBT and Systematic Desensitisation. (2 marks)

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**Question Two – Communication (13 marks)**

1. Define the term communication styles. Give two examples. (2 marks)

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1. Contrast the language constructs of elaborative and restrictive codes. (1 marks)

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1. Explain one advantage and one disadvantage with using restricted code. (2 marks)

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1. Identify and describe two ways in which two individuals who have male and female communication styles ensure they avoid miscommunication. (4 marks)

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1. Explain how the *nature of the communication* and the *characteristics of the audience* make the below advertisement potentially highly persuasive. (4 marks)
   1. *Nature of the communication*:

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* 1. *Characteristics of the audience*:

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