



Q. Wayfinding is affected by factors such as 'signs' and 'you are here' maps.

(a) Plan a study using a questionnaire to investigate whether the use of 'signs' is more effective than 'you are here' maps when wayfinding in a shopping mall.

Your plan must include details about:

- **sampling technique**
- **question format [10]**

The aim of the study is to investigate whether the use 'signs' is more effective than 'You-are-Here' maps when wayfinding in a shopping mall. It is hypothesised that, “ [REDACTED] .”

An opportunity sample of approximately 500 shoppers from a large shopping mall in [REDACTED].

There will be two researchers who will visit the mall on one Sunday from its opening to closing time and keep collecting answers to their questionnaires throughout the day. A larger number of shoppers should be found [REDACTED].

Written informed consent will be taken from each shopper who verbally agrees to participate in the study. They will be directly informed that [REDACTED].

The questionnaire will include 20 closed-questions - 10 questions regarding [REDACTED]. Each question would have to be answered on [REDACTED].

Examples of questions measuring effectiveness of signage from the questionnaire are,

“The nameboards above the stores in this mall make it very easy for me to find the store,”

[REDACTED]



Participants will be asked to provide their names, ages and email-id on the questionnaire.
This will be done only to

Only quantitative data will be collected in this study as only closed-questions will be asked.
Scores will be assigned to every response as per

If the mean for signage questions is higher than that for the mean for , then it will be assumed that they
For graphical analysis, a bar graph will also be drawn to represent the data with

This plan makes the study reliable by administering exactly the same
The plan also makes the study
valid by



(b) (i) For one piece of psychological knowledge on which your plan is based: Describe this psychological knowledge. [4]

One piece of psychological knowledge on which my plan is based is the field study conducted by Dogu and Erkip on wayfinding in a large mall in Turkey. The aim of their study was to test the effectiveness of signage and

[Redacted]

(b) (ii) Explain how you used two features of this psychological knowledge to plan your study. [4]

Firstly, I used the knowledge of the study by Dogu and Erkip to plan

[Redacted]

Secondly, I used the knowledge of the study to plan

[Redacted]



(c) (i) Explain one reason for your choice of sampling technique.

I selected the opportunity sampling technique as it helped me gather

(c) (ii) Explain one weakness of your choice of sampling technique.

One weakness is that though large, the sample would not represent the entire population of shoppers of the mall. This is because

(c) (iii) Explain one reason for your choice of question format.

One reason for the choice of closed-questions is that they are scored quantitatively, increasing validity of results. Since the study required a comparison between

Scoring of the 10-marker

Here is a look at how answer (a) falls in the level 5 category, 9-10 markband of Table A scoring criteria for the design-a-study answer-

The response:

• **uses an appropriate method as required by the question.**

- A questionnaire has indeed been used in the study. The method has not been confused, for example, with a field experiment by [REDACTED]

• **describes a good range of appropriate method-specific features with accurate detail.**

- All features of the questionnaire method are covered in the plan-
 - question format - closed questions is explicitly mentioned;
 - examples of questions - six are given though even [REDACTED]

• **describes a good range of appropriate general methodological features with accurate detail.**

- All general features are covered in detail in the plan-
 - aim - written using correct phrasing;
 - hypothesis - though not necessary for a questionnaire study, still directional hypothesis is given with clarity in correct wording;
 - sample and sampling technique - why the sample is opportunity is justified and [REDACTED]

• shows very good understanding and the plan is coherent and is sufficient for replication.

- the procedure is given in a step-by-step format, making the plan easy to follow for the examiner logically;
- specific details like

[Redacted text]

• clearly applies knowledge of psychological methodology and terminology involved in planning a study.

- all features of questionnaire and general features are covered as specified previously, showing

[Redacted text]

• Uses and shows good understanding of ethical guidelines.

- a good range of relevant ethical guidelines of informed consent,

[Redacted text]

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