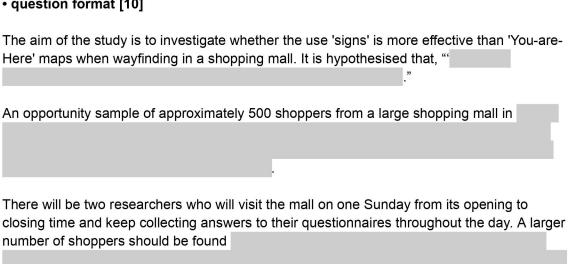
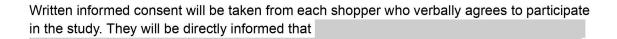


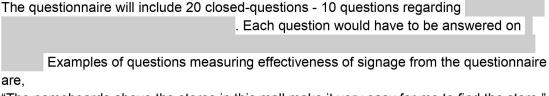
- Q. Wayfinding is affected by factors such as 'signs' and 'you are here' maps.
- (a) Plan a study using a questionnaire to investigate whether the use of 'signs' is more effective than 'you are here' maps when wayfinding in a shopping mall.

Your plan must include details about:

- sampling technique
- question format [10]







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

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Participants will be asked to provide their names, ages and email-id on the questionnal This will be done only to Only quantitative data will be collected in this study as only closed-questions will be as Scores will be assigned to every response as per If the mean for signage questions is higher than that for the mean for the it will be assumed that they For graphical analysis, a bar graph will also be draw represent the data with This plan makes the study reliable by administering exactly the same The plan also makes the svalid by					
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(b) (i) For one piece of psychological knowledge on which your plan is based:
Describe this psychological knowledge. [4]

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 thei was to test the effectiveness of signage and	r study
	h
(b) (ii) Explain how you used two features of this psychological knowledge to p your study. [4]	lan
Firstly, I used the knowledge of the study by Dogu and Erkip to plan	
Secondly, I used the knowledge of the study to plan	

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(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
- 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;
 - o examples of questions six are given though even
- describes a good range of appropriate general methodological features with accurate detail.
 - All general features are covered in detail in the plan
 - o 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





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
- 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
- Uses and shows good understanding of ethical guidelines.
 - a good range of relevant ethical guidelines of informed consent,

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