

ALL 8 TYPES OF  
STUDIES INCLUDED

AS PAPER 2

**DESIGN-A-STUDY  
MODEL ANSWERS**



## I. LABORATORY EXPERIMENT

**Q. Henri feels relaxed when he smells flowers. He thinks that pleasant smells could influence daydreaming.**

**(a) Describe how Henri could conduct a laboratory experiment to investigate the effect of pleasant smells on daydreaming.**

**Do not describe sample/sampling technique or ethical issues/guidelines in your answer.**  
**[10]**

**Ans.**

Henri could investigate whether exposure to pleasant smells increases daydreaming by conducting a laboratory experiment in a [REDACTED]

One group of participants would be invited to the room at a time for a [REDACTED]

Henri would maintain consistency in the procedure by keeping the environment the same for all participants — same [REDACTED]

**(b) (i) Describe one practical/methodological strength of the procedure you have described in your answer to part (a).**

**Do not refer to sampling or ethics in your answer. [2]**

One strength is that since Henri is conducting the experiment in a

**(ii) Explain why the feature of the procedure you have identified in part (b)(i) is a strength.**

**Do not refer to sampling or ethics in your answer. [2]**

This is a strength because it improves the

## II. FIELD EXPERIMENT

**Q. Arjun is interested in whether people will be more obedient if a person is dressed in a uniform. He would like to conduct a field experiment to investigate this.**

**(a) Describe how Arjun could conduct the field experiment to investigate the effect of uniforms on obedience.**

**Do not describe sample/sampling technique or ethical issues/guidelines in your answer.**

**[10]**

**Ans.**

Arjun would conduct his field experiment in a public setting such as outside a shopping mall. He would ask a confederate to

[REDACTED]

To make the results reliable, Arjun will ask the confederate to

[REDACTED]

Arjun will count frequencies in each condition of

[REDACTED]

**(b) (i) Describe one practical/methodological strength of the procedure you have described in your answer to part (a).**

**Do not refer to re-contacting the participants, sampling or ethics in your answer. [2]**

**Ans.**

One strength is that Arjun is conducting the experiment in [REDACTED]  
[REDACTED]

**(ii) Explain why the feature of the procedure you have identified in (i) is a strength.**

**Do not refer to re-contacting the participants, sampling or ethics in your answer. [2]**

**Ans.**

This is a strength because people will respond to the confederate [REDACTED]  
[REDACTED]  
[REDACTED]..

### III. SELF-REPORT (QUESTIONNAIRE)

**Q, Tanya is investigating prosocial behaviour (this is positive, friendly behaviour between individuals). She is studying prosocial behaviours in children at her local school and will give a questionnaire to every teacher in the school.**

**(a) Describe how Tanya could conduct a study using a questionnaire for teachers to investigate a variety of prosocial behaviours in children.**

**Do not describe sample/sampling technique or ethical issues/guidelines in your answer.**

**[10]**

**Ans.**

Tanya will prepare a paper-and-pencil questionnaire and give one to [REDACTED]

The questions will all be closed and so quantitative data will be collected. Teachers will have to respond on a five-point [REDACTED]

To increase the validity of the plan, Tanya will [REDACTED]

After collecting all questionnaires, for scoring and interpretation, [REDACTED]

**(b) (i) Describe one practical/methodological strength of the procedure you have described in your answer to part (a).**

**Do not refer to sampling or ethics in your answer. [2]**

**Ans.**

As Tanya is using the same closed questions with every teacher, [REDACTED]

[REDACTED]  
[REDACTED].

**(ii) Describe one practical/methodological weakness of the procedure you have described in your answer to part (a).**

**Do not refer to sampling or ethics in your answer. question format. [2]**

Since Tanya is only using closed questions, she might miss out on [REDACTED]

[REDACTED]  
[REDACTED].

#### IV. SELF-REPORT (INTERVIEW)

**Q. Zeta notices that people respond in different ways to advertisements for products. People may find the advertisements funny, annoying and/or informative. She is interested in advertisements for foods, vehicles and mobile phones.**

**(a) Describe how Zeta could conduct a study using an interview to investigate the different ways that people respond to advertisements for different products.**

**Do not describe sample/sampling technique or ethical issues/guidelines in your answer.**

**[10]**

**Ans.**

Zeta could use a semi-structured interview to collect data on how people respond to advertisements for foods, vehicles, and mobile phones. This would allow her to use some

[REDACTED]

Zeta would ask open questions to avoid restricting responses. For example, she would ask questions like, "Can you

[REDACTED]  
n

To increase reliability of the plan, Zeta would prepare

[REDACTED]



**(b) (i) Explain how one part of the procedure you described in part (a) helps to make the study reliable.**

**Do not refer to sampling or ethics in your answer. [2]**

**Ans.**

One way the study is made reliable is through the use of a fixed set of

**(ii) Explain how one part of the procedure you described in part (a) could be a problem for reliability of the study.**

**Do not refer to sampling or ethics in your answer. [2]**

**Ans.**

The use of open-ended questions could reduce reliability, as different participants may

## V. CASE STUDY

**Q. Mary is conducting a case study on a boy diagnosed with an autistic spectrum disorder. He produces many detailed doodles and Mary wants to learn about him and his doodling.**

**(a) Describe how Mary could conduct a case study of doodling in a boy diagnosed with an autistic spectrum disorder.**

**Do not describe sampling technique or ethical issues/guidelines in your answer. [10]**

**Ans.**

Mary could carry out a detailed case study focusing on a single participant, a boy already diagnosed with

[REDACTED]

These methods would result in both qualitative data and quantitative data. Qualitative data would include

[REDACTED]

**(b) (i) Explain how one feature of the procedure you described in part (a) helps to make the study valid.**

**Do not refer to sampling or ethics in your answer. [2]**

**Ans.**

Using triangulation by comparing [REDACTED]  
[REDACTED]. This increases validity, because [REDACTED]  
[REDACTED]

**(ii) Suggest one way to improve the reliability of the procedure you described in part (a). Justify your answer.**

**Do not refer to sampling or ethics in your answer. [2]**

**Ans.**

Mary could improve reliability by asking two other researchers to [REDACTED]  
[REDACTED]  
[REDACTED]

## VI. OBSERVATION

**Q. Chloë is studying behaviour in the workplace. She wants to investigate how people behave during mealtimes at work. A range of food is available to the workers, which can be eaten in different ways. The workers also vary in how sociable they are during meals. Chloë intends to produce a detailed description of the variety of behaviours during meals at work.**

**(a) Describe how Chloë could conduct an observational study using participant observation to record the variety of behaviours during meals at work.**

**Do not describe sample/sampling technique or ethical issues/guidelines in your answer. [10]**

**Ans.**

Chloë would conduct a participant observation by joining the workers during their mealtimes and acting like [REDACTED]

To make the plan more valid, Chloë would conduct the observation in a [REDACTED]

The observation would be structured, using a checklist of pre-determined behavioural categories such as "[REDACTED]"

Chloë would make her observation covert. She would not tell the workers the real purpose of [REDACTED]

**(b) (i) Describe one practical/methodological strength of the procedure you have described in your answer to part (a).**

**Do not refer to sampling or ethics in your answer. [2]**

**Ans.**

A key strength is that by sitting and eating with the workers, using

[REDACTED]

**(ii) Describe one practical/methodological weakness of the procedure you have described in your answer to part (a).**

**Do not refer to sampling or ethics in your answer. [2]**

**Ans.**

A weakness is that as a participant observer, Chloë might become too involved in

[REDACTED]

## VII. CORRELATIONAL STUDY

**Q.** Bhaavik is interested in the relationship between shyness and happiness. He says to his friend Jim that the shy people he knows are really happy, but Jim says he knows lots of happy people who are not shy.

**(a)** Describe how Bhaavik could conduct a correlational study to investigate the relationship between shyness and happiness.

**Do not describe sample/sampling technique or ethical issues/guidelines in your answer.**  
**[10]**

**Ans.**

Bhaavik would conduct a correlational study where he collects scores on both variables from the same participants and [REDACTED]

For assessing shyness, he would use a series of Likert-scale items like “I feel [REDACTED]

Once both scores are collected from each participant, Bhaavik would calculate a [REDACTED]

This plan would result in quantitative data, which would help in [REDACTED]

**(b) (i) Describe one practical/methodological strength of the procedure you have described in your answer to part (a).**

**Do not refer to sampling or ethics in your answer. [2]**

**Ans.**

One strength is that Bhaavik uses

[Redacted text]

**(ii) Describe one practical/methodological weakness of the procedure you have described in your answer to part (a).**

**Do not refer to sampling or ethics in your answer. [2]**

**Ans.**

One weakness is that the data is based entirely on

[Redacted text]

## VIII. LONGITUDINAL STUDY

**Q. Dr Felix believes that adults between the ages of 55 and 65 cope less well with their job regardless of whether they stay in the same job or change jobs. Dr Felix plans to use a sample of adults aged 55 at the beginning of the study. She will re-contact the participants by telephone as she has a record of each individual's telephone number and will be following appropriate ethical guidelines.**

**(a) Describe how Dr Felix could conduct a longitudinal study to investigate how well adults between the ages of 55 and 65 cope with their jobs.**

**Do not describe how Dr Felix would re-contact her participants, the sample/sampling technique or ethical issues/guidelines in your answer. [10]**

**Ans.**

Dr Felix would conduct a longitudinal study by assessing job coping in the same group of adults at multiple time points over ten years. At the start of the study, [REDACTED]

[REDACTED]  
[REDACTED]  
[REDACTED]  
[REDACTED]  
[REDACTED]  
[REDACTED]

To improve reliability of the plan, Dr Felix would keep the [REDACTED]

[REDACTED]  
[REDACTED]  
[REDACTED]  
[REDACTED] This consistent timing would help Dr. Felix observe changes in coping over time and also increase [REDACTED]  
[REDACTED]

To improve validity of the plan, Dr Felix would use an objective performance [REDACTED]

[REDACTED]  
[REDACTED].

Dr Felix would re-contact participants for each testing point using their [REDACTED]

[REDACTED]  
[REDACTED]

By following consistent methods over time and using quantitative data in the form of self-ratings and [REDACTED]

[REDACTED]



**(b) (i) Describe one practical/methodological strength of the procedure you have described in your answer to part (a).**

**Do not refer to re-contacting the participants, sampling or ethics in your answer. [2]**

**Ans.**

One strength is that Dr Felix uses the same questionnaire to assess [REDACTED]  
[REDACTED].

**(ii) Explain why the feature of the procedure you have identified in (i) is a strength.**

**Do not refer to re-contacting the participants, sampling or ethics in your answer. [2]**

**Ans.**

This means that any differences in job coping scores between the ages of [REDACTED]  
[REDACTED]  
[REDACTED]

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