

Cambridge International AS & A Level

PSYCHOLOGY 9990/42

Paper 4 Specialist Options: Application and Research Methods

May/June 2025

1 hour 30 minutes

You must answer on the enclosed answer booklet.

You will need: Answer booklet (enclosed)

INSTRUCTIONS

Answer five questions in total:

Answer questions from two options.

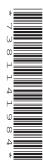
Section A: answer four questions.

Section B: answer one question.

• Follow the instructions on the front cover of the answer booklet. If you need additional answer paper, ask the invigilator for a continuation booklet.

INFORMATION

- The total mark for this paper is 60.
- The number of marks for each question or part question is shown in brackets [].



Section A

Answer questions from **two** options in this section.

Clinical Psychology

Answer **all** questions if you have studied this option.

1 In the key study by Freeman et al. (2003) using virtual reality (VR) to investigate persecutory ideation, comments were made by the participants about the avatars. (a) Give one positive and one negative comment made by the participants about the avatars. [4] **(b)** Suggest how the comments about avatars could be analysed. [2] (c) Explain one strength and one weakness of collecting qualitative data in this study. [4] 2 Obsessive-compulsive disorder (OCD) can be measured using psychometric tests such as the Yale-Brown Obsessive-Compulsive Scale (Y-BOCS). (a) Outline the scale used to assess question items on the Y-BOCS. [2] **(b)** Suggest **one** way that the reliability of the Y-BOCS could be tested. [2] (c) Explain one strength and one weakness of using psychometric tests to measure OCD. [4] **Consumer Psychology** Answer **all** questions if you have studied this option. 3 The key study by North et al. (2003) expected participants to spend more money in the classical music condition than in the pop music condition. State what was found about total spend across the three conditions of the independent variable. [2] (ii) State what was found about spending on wine. [2] (b) Suggest one way the effect of classical music on behaviour in a restaurant could be investigated, other than by spending money. [2] (c) Give two reasons why generalisations cannot be made about musical style and restaurant customers' spending from one study. [4] (a) Explain what is meant by the term 'wayfinding' when in a shopping mall. 4 [2] (b) Suggest how wayfinding could be investigated, other than in a shopping mall. [2]

(c) Explain two strengths of conducting research on wayfinding in shopping malls.

[4]

Health Psychology

Answer **all** questions if you have studied this option.

5		m the key study by Yokley and Glenwick (1984) on improving medical adherence usinmunity interventions:	ing
	(a)	Outline two dependent variables (dependent measures) recorded by Yokley and Glenwin	ck. [4]
	(b)	· · · · · · · · · · · · · · · · · · ·	ons [2]
	(c)	Explain two strengths of gathering objective data on inoculation adherence.	[4]
6	(a)	Outline what is meant by a visual analogue scale to measure pain.	[2]
	(b)	Suggest one way the validity of a visual analogue scale could be tested.	[2]
	(c)	Explain two strengths of using a visual analogue scale to measure acute pain.	[4]
		Organisational Psychology	
		Answer all questions if you have studied this option.	
7	Fro	m the key study by Claypoole and Szalma (2019) on electronic performance monitoring:	
	(a)	(i) Outline two features of the sample used in this study.	[2]
		(ii) Outline how participants were recruited for this study.	[2]
	(b)	Suggest the effect that an alternative location could have had on the results of this study.	[2]
	(c)	Explain two strengths of the use of random allocation in this study.	[4]
8	(a)	Outline what is meant by the term 'social loafing', using an example from any organisation	on. [2]
	(b)	Suggest one way that social loafing can be reduced in a meeting in an organisation.	[2]
	(c)	Explain two strengths of studying social loafing in a work environment.	[4]

Section B

Answer **one** question from this section.

Clinical Psychology

9 (a) Plan a study using an observation to investigate which type of compulsion is **most** common in people diagnosed with obsessive-compulsive disorder (OCD).

Your plan must include details about:

- structured observation or unstructured observation
- type(s) of data.

(b) For **one** piece of psychological knowledge on which your plan is based:

(i) Describe this psychological knowledge.

[4]

[10]

- (ii) Explain how you used **two** features of this psychological knowledge to plan your study.

 [4]
- (c) (i) Explain **one** reason for your choice of structured observation or unstructured observation. [2]
 - (ii) Explain **one** weakness of your choice of structured observation or unstructured observation. [2]
 - (iii) Explain **one** reason for your choice of type(s) of data.

[2]

Consumer Psychology

10 (a) Plan a study using an interview to investigate the effect of background noise on the taste of food eaten at an outdoor market.

Your plan must include details about:

- interview format
- sampling technique.

[10]

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

[4]

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

[4]

(c) (i) Explain **one** reason for your choice of interview format.

[2]

(ii) Explain **one** weakness of your choice of interview format.

[2]

(iii) Explain **one** reason for your choice of sampling technique.

[2]

Health Psychology

11 (a) Plan a study using an online questionnaire to investigate differences between adult males and adult females in rational non-adherence to medical advice.

Your plan must include details about:

- · closed questions
- sampling technique.

[10]

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

[4]

(ii) Explain how you used **two** features of this psychological knowledge to plan your study.

[4]

(c) (i) Explain **one** reason for your choice of closed questions.

[2]

(ii) Explain one weakness of your choice of closed questions.

[2]

(iii) Explain **one** reason for your choice of sampling technique.

[2]

Organisational Psychology

12 (a) Plan an experiment to investigate the effectiveness of a reward system to reduce the number of accidents in a factory where clothes are made.

Your plan must include details about:

- experimental design
- type of experiment.

[10]

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

[4]

- (ii) Explain how you used **two** features of this psychological knowledge to plan your experiment. [4]
- (c) (i) Explain **one** reason for your choice of experimental design.

[2]

(ii) Explain one weakness of your choice of experimental design.

[2]

(iii) Explain **one** reason for your choice of type of experiment.

[2]

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