



Cambridge International AS & A Level

PSYCHOLOGY

9990/42

Paper 4 Specialist Options: Application and Research Methods

May/June 2024

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 [].

This document has 8 pages. Any blank pages are indicated.

Section A

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

Clinical Psychology

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

- 1 From the key study by Lovell et al. (2006) on the treatment of obsessive-compulsive disorder:
 - (a) (i) Identify **two** criteria that were necessary for participants to meet to be included in the study. [2]
 - (ii) Outline **two** reasons why some participants were excluded from the study. [2]
 - (b) Suggest why Lovell et al. did **not** include a control group in their study. [2]
 - (c) Explain **two** strengths of excluding some participants from studies on obsessive-compulsive disorder (OCD). [4]
- 2 Kleptomania can be assessed using the Kleptomania Symptom Assessment Scale (K-SAS).
 - (a) State **one** question used on the K-SAS. [2]
 - (b) Suggest **one** way that the reliability of the K-SAS could be tested. [2]
 - (c) Explain **two** weaknesses of the K-SAS. [4]

Consumer Psychology

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

- 3 From the key study by Snyder and DeBono (1985) on consumer personality and advertising:
 - (a) Describe the procedure of study 3. [4]
 - (b) Suggest how **one** ethical guideline was broken in study 3. [2]
 - (c) Explain **one** strength and **one** weakness of using a telephone interview to investigate 'consumer personality and advertising'. [4]
- 4 The central gaze cascade effect in positioning a product has been investigated using eye-tracking.
 - (a) Outline the findings of **one** study that has used eye-tracking to investigate the central gaze cascade effect (e.g. Atalay et al., 2012). [2]
 - (b) Suggest **one** way to investigate the central gaze cascade effect, other than using eye-tracking. [2]
 - (c) Explain **two** weaknesses of using eye-tracking to investigate the central gaze cascade effect. [4]

Health Psychology

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

- 5 From the key study by Brudvik et al. (2016) on pain assessments by doctors, parents and children:
- (a) (i) Outline **one** rating scale completed by the 3–8-year-old children. [2]
 - (ii) Outline **one** rating scale completed by the 9–15-year-old children. [2]
 - (b) Suggest **one** way in which a child's pain can be assessed, other than using a rating scale. [2]
 - (c) Explain **two** weaknesses with the rating scales used by the 3–8-year-old children. [4]
- 6 Stress can be measured using sample tests for salivary cortisol, e.g. in the study by Evans and Wener (2007).
- (a) Outline the procedure of **one** study that measured stress using salivary cortisol. [2]
 - (b) Collecting saliva to test from some groups of participants, such as children, can be difficult.
Suggest how salivary cortisol tests could be conducted with children.
Your suggestion **must** be ethical. [2]
 - (c) Explain **two** strengths of using a biological measure, such as salivary cortisol, to measure stress. [4]

Organisational Psychology

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

- 7 The key study by Landry et al. (2019) on applying self-determination theory to motivational rewards included a 'manipulation check' as part of the procedure in study 1.
- (a) Describe the conditions of the independent variable used in study 1. [4]
 - (b) Suggest **one** effect on the results if a manipulation check had **not** been included in study 1. [2]
 - (c) Explain **one** strength and **one** weakness of the experimental design as used in study 1. [4]
- 8 Muczyk and Reimann proposed four styles of leader behaviour.
- (a) Outline the 'directive autocrat' style of leader behaviour proposed by Muczyk and Reimann. [2]
 - (b) Suggest **one** closed question that a leader could be asked to investigate whether they have a directive autocrat style of leader behaviour. [2]
 - (c) Explain **two** strengths of using a structured observation to investigate the behaviour of a directive autocrat leader. [4]

Section B

Answer **one** question from this section.

Clinical Psychology

- 9 (a) Plan a study using a questionnaire with closed questions to investigate the effectiveness of using imaginal desensitisation for treating pyromania.

Your plan must include details about:

- questionnaire technique
- rating scale.

[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 questionnaire technique. [2]

(ii) Explain **one** weakness of your choice of questionnaire technique. [2]

(iii) Explain **one** reason for your choice of rating scale. [2]

Consumer Psychology

- 10 (a) Plan a study using a face-to-face interview to investigate the effectiveness of the 'disrupt-then-reframe' sales technique.

Your plan must include details about:

- question 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 question format. [2]

(ii) Explain **one** weakness of your choice of question format. [2]

(iii) Explain **one** reason for your choice of sampling technique. [2]

Health Psychology

- 11 (a) Plan a study using a semi-structured interview to investigate whether stress inoculation training is effective.

Your plan must include details about:

- interview technique
- type(s) of data.

[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 technique. [2]

(ii) Explain **one** strength of a semi-structured interview in your study. [2]

(iii) Explain **one** reason for your choice of **one** type of data. [2]

Organisational Psychology

- 12 (a) Plan a study using an online questionnaire to investigate which type of achievement motivation is more likely to motivate workers.

Your plan must include details about:

- question format
- the sample of participants.

[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 sample of participants. [2]

(ii) Explain **one** weakness of your choice of sample of participants. [2]

(iii) Explain **one** reason for your choice of question format. [2]





BLANK PAGE

Permission to reproduce items where third-party owned material protected by copyright is included has been sought and cleared where possible. Every reasonable effort has been made by the publisher (UCLES) to trace copyright holders, but if any items requiring clearance have unwittingly been included, the publisher will be pleased to make amends at the earliest possible opportunity.

To avoid the issue of disclosure of answer-related information to candidates, all copyright acknowledgements are reproduced online in the Cambridge Assessment International Education Copyright Acknowledgements Booklet. This is produced for each series of examinations and is freely available to download at www.cambridgeinternational.org after the live examination series.

Cambridge Assessment International Education is part of Cambridge Assessment. Cambridge Assessment is the brand name of the University of Cambridge Local Examinations Syndicate (UCLES), which is a department of the University of Cambridge.