



Subject	Psychology		
Title/Topic	Format	Length	WC
Paper 1 – Research Methods	Written	1 hour	28 November
Paper 2 – Approaches & Social Influence	Written	1 hour	28 November

### My Advent assessment will test my knowledge on...

#### Paper 1

Research methods –

- o Experimental method. Types of experiment, laboratory and field experiments; natural and quasi-experiments.
- o Observational techniques. Types of observation: naturalistic and controlled observation; covert and overt observation; participant and non-participant observation.
- o Self-report techniques. Questionnaires; interviews, structured and unstructured.
- o Correlations. Analysis of the relationship between co-variables. The difference between correlations and experiments.
- o Content analysis.
- o Case studies.
- o Aims: stating aims, the difference between aims and hypotheses.
- o Hypotheses: directional and non-directional.
- o Sampling: the difference between population and sample; sampling techniques including: random, systematic, stratified, opportunity and volunteer; implications of sampling techniques, including bias and generalisation.
- o Pilot studies and the aims of piloting.
- o Experimental designs: repeated measures, independent groups, matched pairs.
- o Observational design: behavioural categories; event sampling; time sampling.
- o Questionnaire construction, including use of open and closed questions; design of interviews.
- o Variables: manipulation and control of variables, including independent, dependent, extraneous, confounding; operationalisation of variables.
- o Control: random allocation and counterbalancing, randomisation and standardisation.
- o Demand characteristics and investigator effects.
- o Ethics, including the role of the British Psychological Society's code of ethics; ethical issues in the design and conduct of psychological studies; dealing with ethical issues in research.
- o The role of peer review in the scientific process.
- o The implications of psychological research for the economy.



- o Reliability across all methods of investigation. Ways of assessing reliability: test-retest and inter-observer; improving reliability.
- o Types of validity across all methods of investigation: face validity, concurrent validity, ecological validity and temporal validity. Assessment of validity. Improving validity.
- o Features of science: objectivity and the empirical method; replicability and falsifiability; theory construction and hypothesis testing; paradigms and paradigm shifts.
- o Reporting psychological investigations. Sections of a scientific report: abstract, introduction, method, results, discussion and referencing.
- o Quantitative and qualitative data; the distinction between qualitative and quantitative data collection techniques.
- o Primary and secondary data, including meta-analysis.
- o Descriptive statistics: measures of central tendency – mean, median, mode; calculation of mean, median and mode; measures of dispersion; range and standard deviation; calculation of range; calculation of percentages; positive, negative and zero correlations.
- o Presentation and display of quantitative data: graphs, tables, scatter grams, bar charts, histograms.
- o Distributions: normal and skewed distributions; characteristics of normal and skewed distributions.
- o Analysis and interpretation of correlation, including correlation coefficients.

### **Paper 2**

#### **Social influence**

- o Types of conformity: internalisation, identification and compliance. Explanations for conformity: informational social influence and normative social influence, and variables affecting conformity including group size, unanimity and task difficulty as investigated by Asch.
- o Conformity to social roles as investigated by Zimbardo.
- o Explanations for obedience: agentic state and legitimacy of authority, and situational
- o variables affecting obedience including proximity and location, as investigated by Milgram,
- o and uniform. Dispositional explanation for obedience: The Authoritarian Personality.
- o Explanations of resistance to social influence, including social support and locus of control.
- o Minority influence including reference to consistency, commitment and flexibility.
- o The role of social influence processes in social change.

#### **Approaches in Psychology**



- Learning approaches: i) the behaviourist approach, including classical conditioning and
- Pavlov's research, operant conditioning, types of reinforcement and Skinner's research; ii)
- social learning theory including imitation, identification, modelling, vicarious reinforcement,
- the role of mediational processes and Bandura's research.
- The cognitive approach: the study of internal mental processes, the role of schema, the use of theoretical and computer models to explain and make inferences about mental processes.
- The emergence of cognitive neuroscience.
- The biological approach: the influence of genes, biological structures and neurochemistry on behaviour. Genotype and phenotype, genetic basis of behaviour, evolution and behaviour.

### What should I do to revise and prepare for this assessment?

To prepare for this assessment:

Research methods:-

Students should demonstrate knowledge and understanding of the following research methods, scientific processes and techniques of data handling and analysis, be familiar with their use and be aware of their strengths and limitations.

### What useful websites/resources could I use to help me prepare?

1. Please refer to your revision guide
2. Work booklets
3. Class notes
4. Tutor2u – psychology website
5. <https://www.youtube.com/c/PsychBoost/videos>