**OBSERVATION: DIFFERENCES IN NON‐VERBAL BEHAVIOUR**

Design a controlled observation to investigate differences in non‐verbal behaviour (e.g. body language and gestures) of experts and non‐experts who are required to give a presentation to an audience.

In your answer you should provide details of:

 The task for the participants and how you will decide who is an expert and who is not an expert

  Which behavioural categories you will use and how will you record the data

 How the reliability of data might be established 

 Ethical issues to be considered [12 marks]

**OBSERVATION: HEALTHY BREAKFAST**

An experienced primary school teacher believes that children who eat ‘a healthy breakfast’ learn to read more quickly and are better behaved than children who eat an unhealthy breakfast. Imagine that you have been asked to design an observational study to see whether eating a healthy breakfast affects behaviour in the playground. Include in your answer sufficient detail to allow reasonable replication of the study.

You must provide details of:

  The directional hypothesis that you intend to test and how you will operationalise the Independent Variable (IV)

 Which behavioural categories you will use and how you will record the data

 How you will increase the validity of your observations

  How you will deal with ethical issues [12 marks]

**CORRELATION: CAKE CONSUMPTION AND HAPPINESS** Design a study to investigate whether there is a correlation between cake consumption and levels of happiness in students. You must refer to:

 Your target population, sample and sampling technique

 How you would operationalise the co‐variables

  The control of at least one extraneous variable

  How you would present the data in a graph [12 marks

**CORRELATIONAL STUDY: COFFEE CONSUMPTION AND MEMORY**

Imagine that you have been asked to design a correlation study to see if there is a relationship between the number of cups of coffee students drink and their performance on a memory test.

 Discuss the following aspects of this investigation:

 How you would test memory and how would you ensure this was the same for all participants

  How you would operationalise the second co‐variable and control at least one other extraneous variable (i.e. one not related to the test of memory)

 How you would deal with ethical issues

 How you would use inferential statistics to analyse the results of this investigation [12 marks]

**SELF‐REPORT: MEMORY IMPROVEMENT TECHNIQUES AND REVISION**

Explain how you would carry out a self‐report study using a questionnaire to investigate the effectiveness of memory improvement techniques used by students while revising.

You must refer to/provide details of:

  Your target population, sample and sampling technique

 Open and closed questions

  How you would assess the reliability of the questionnaire

 The use of a pilot study [12 marks]

**SELF‐REPORT: GENDER DIFFERENCES IN ANOREXIA TREATMENT**

Imagine that you are a psychologist who wanted to find out why females respond better than males to a new treatment for anorexia. Explain how you would carry out a self‐report investigation using an interview.

You must refer to/provide details of:

  The sample and the sampling technique

  How you would reduce investigator effects such as interviewer bias

  Examples of questions that would collect qualitative data and how this data would be analysed.

  How you would deal with ethical issues [12 marks]

**CASE STUDY: BULLYING**

You are a psychologist who is interested in how experiences of being bullied as a child affect a person’s adult behaviour and relationships. You want to use a case study approach to gain an in‐depth understanding. Explain how you would conduct a case study to investigate this.

 You must refer to/provide details of:

  At least two different ways you could collect data

 How you would obtain your sample

 How you would deal with ethical issues

 How you could reduce investigator effects