



Cambridge Assessment
International Education

Example Candidate Responses

Paper 3

Cambridge International AS & A Level

Psychology 9990

For examination from 2018



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Introduction

The main aim of this booklet is to exemplify standards for those teaching Cambridge AS & A Level Psychology 9990, and to show how different levels of candidates' performance (high, middle and low) relate to the subject's curriculum and assessment objectives.

In this booklet candidate responses have been chosen from June 2018 scripts to exemplify a range of answers.

For each question, the response is annotated with a clear explanation of where and why marks were awarded or omitted. This is followed by examiner comments on how the answer could have been improved. In this way, it is possible for you to understand what candidates have done to gain their marks and what they could do to improve their answers. There is also a list of common mistakes candidates made in their answers for each question.

This document provides illustrative examples of candidate work with examiner commentary. These help teachers to assess the standard required to achieve marks beyond the guidance of the mark scheme. Therefore, in some circumstances, such as where exact answers are required, there will not be much comment.

The questions and mark schemes used here are available to download from the School Support Hub. These files are:

June 2018 Question Paper 32
June 2018 Paper 32 Mark Scheme

Past exam resources and other teacher support materials are available on the School Support Hub:

www.cambridgeinternational.org/support

How to use this booklet

This booklet goes through the paper one question at a time, showing you the high-, middle- and low-level response for each question. The candidate answers are set in a table. In the left-hand column are the candidate answers, and in the right-hand column are the examiner comments.

Example Candidate Response – high	Examiner comments
<p style="text-align: center;">Section A</p> <p style="text-align: center;">Answer all questions in this section.</p> <p>1 In the study by Canli et al. (brain scans and emotions), one variable was investigated by comparing neutral and negative scenes.</p> <p>(a) Is this an independent or a dependent variable? Include a reason for your answer.</p> <p>...independent in the change between neutral and negative ...make it independent.....[1]</p>	<p>1 The wording of this particular question means that just answering 'independent' is correct. Beware, however, because 'independent' means different things in different contexts in psychology, so it is good practice to use the whole term.</p> <p>2 Neither the concept that the independent variable is changed</p>

Answers are by real candidates in exam conditions. These show you the types of answers for each level. Discuss and analyse the answers with your learners in the classroom to improve their skills.

Examiner comments are alongside the answers. These explain where and why marks were awarded. This helps you to interpret the standard of Cambridge exams so you can help your learners to refine their exam technique.

How the candidate could have improved their answer

- Although both parts of this answer earned full marks, it would be good practice to get into the habit of always specifying 'independent *variable*', as using just a single word could be insufficient in response to other questions. Note that an 'independent measures design' would be another case where a single word answer of 'independent' may not be adequate.
- Operationalisation is a concept that often leads to confusion. The simplest way to answer such as question would be to think 'How could I manipulate (or measure) this in practice?', then write a description.

This section explains how the candidate could have improved each answer. This helps you to interpret the standard of Cambridge exams and helps your learners to refine their exam technique.

Common mistakes candidates made in this question

In part (a) a common mistake was to give the dependent variable in place of the independent variable. The difference between these two variables is simply one of giving them the right names. One way to remember which is which is to think 'What is the researcher **IN**vestigating?' this is their **IN**dependent variable. The **dependent** variable is exactly what it says, changes in this variable **depend** on, i.e. are caused by, the manipulation of the independent variable.

Often candidates were not awarded marks because they misread or misinterpreted the questions.

Lists the common mistakes candidates made in answering each question. This will help your learners to avoid these mistakes and give them the best chance of achieving the available marks.

Question 1

Example Candidate Response – high

Examiner comments

Question	Part	
1.	a)	ECT is a schizophrenia therapy which constitutes of sending electric shocks to the brain in order to create seizures in the patient which reduces symptoms of schizophrenia for a short period of time. 1
	b)	The study used virtual reality: the participant had to wear a headset which placed them in virtual social situations (eg riding a subway), the participant was instructed to walk straight in the virtual reality, passing in front of virtual individuals. The researchers recorded comments being made during the trials which were such as: "This man looked at me funny" or "minding my own business" when the participant interacted with members in the virtual reality, allowing to assess the level of delusion the participant went to in a artificial environment, giving more insight on their symptoms of schizophrenia. 2 3 4
	c)	This procedure was reliable as it was done was done and undergone in a lab, meaning more standardised equipment and less extraneous variables. Moreover Moreover, the VR set and software in which the participant walks can be used over and over again as the situation remains the same. This increases reliability as the experiment can be repeated numerous time in different condition, reinforcing the reliability of the results. 5 However, the demand characteristics of the procedure might be very high as the participants can see the purpose of going in a social setting and therefore change their natural reactions or not communicate their thoughts to the experimenter. Moreover, the ecological validity of the experiment may is very low which might result in results being non-representative and therefore inconsistent/unreliable.

1 1 mark for electric shock via the brain in order to create seizure. Basic explanation of the term.
Mark for (a) = 1 out of 2

2 Correct details from the procedure of the study is given (headset and riding a subway).

3 Correct detail of the procedure of the study is given (recording comments).

4 Correct detail of the procedure of the study is given (assess level of delusion).
Mark for (b) = 4 out of 4

5 Correct point about reliability with example from the study and clear reference is made to reliability and why this would improve the reliability of the study.
Mark for (c) = 4 out of 6

Total mark awarded = 9 out of 12

How the candidate could have improved their answer

(a) The candidate should have given additional information about electro-convulsive therapy such as the length of the shock or the side of the brain the shock can be sent to (uni- or bi-lateral).

(c) The second point was related to validity and not reliability. The candidate should have explained that some of the patients might have shown demand characteristics whereas others might not have shown demand characteristics, and this would have had a negative effect on the standardisation of the procedure across all that used the virtual reality.

Example Candidate Response – middle

Examiner comments

Question	Part	
1	a	<p>Electro-convulsive therapy is an electrical therapy. Use electrical impulses to produce seizure in brain of those with schizophrenia. ¹</p> <p>Without using electric shocks are given to the participants without use of anaesthetic medicine. It has serious side effects such as memory loss and even death. Include 12 session, 2 session per week given for 1 min patient gains consciousness after 15 min. ²</p>
1	b	<p>Study by Freeman used virtual reality to assess symptoms of schizophrenia this study was to check that people with schizophrenia ^{who} experience the delusions and hallucinations in the real world will also experience them in virtual reality environment. Study took place in underground library train ³ library on non-clinical population of around 200 people. Participant took a walk in the VR VR ⁴ environment wearing a headgear. Result of the study/ showed/ that also the participant completed a questionnaire. ⁵ Results showed that people who experienced delusions and hallucinations in the real world also experienced by them in the VR environment.</p>
1	c	<p>Study by Freeman used a fairly large sample but were on non-clinical population. Study has relevance to everyday life, virtual reality assess symptoms which can be used</p>

¹ Reference has been made to electric impulse that produces a seizure in the brain.

² Mark is awarded for length of seizure and also number of sessions typically given. This is a detailed definition of the term. Mark for (a) = 2 out of 2

³ The candidate gives correct detail of the procedure of the study.

⁴ The candidate gives correct detail of the sample which is a part of the procedure of the study.

⁵ Reference has been made to further details (headgear and questionnaire) of the procedure of the study. Mark for (b) = 3 out of 4

Example Candidate Response – middle, continued

Examiner comments

Question	Part
	by practitioners to assess the symptoms of schizophrenia and create therapies for the individuals. Study also took self report from the participants after their walk in U.K. 6
	environment which increase the reliability. It has the issue of cultural bias. Hearing voices or seeing things can be normal for one culture but not for the others results cannot be generalised. More studies should be conducted in different areas to check the reliability. Study was conducted in underground train scene in a more realistic environment increasing validity.

6 There is limited explanation of a feature of the study (self-report) that does have some bearing on the reliability of the study. Mark for (c) = 1 out of 6

Total mark awarded = 6 out of 12

How the candidate could have improved their answer

- (b) The candidate should have extended the final points made about the procedure of the study with more details of the questionnaire given to the participants/patients.
- (c) Most of this response related to the validity of the study. The candidate should have linked some of their points to reliability such as stating that the situation may have seemed real for some of the participants but not to others which would lower the reliability of the procedure as it would not be assessing symptoms of schizophrenia consistently. Issues such as cultural bias and practical applications were not relevant to reliability.

Example Candidate Response – low

Examiner comments

Question	Part	
1	a)	'Electro-convulsive therapy' is when a small current of one second is passed through a patient's brain. 1
	b)	Patients were put into virtual-reality in a neutral situation where everything was controlled accordingly, the avatar, the overall environment and exposure to fears by which then slowly Freeman got to know what triggered the symptoms. 2
	c)	Reliability of this procedure is high as according to each patient the overall exposure and environment of virtual-reality programme was set. 3 So according to the patient they were exposed to various situations in VR and depending on how and when the patients felt anxious the researcher got to know the trigger size, and what level of exposure leads to social anxiety in various different patients.

- 1** Current on for one second is awarded 1 mark. This is a basic explanation of the term. Mark for (a) = 1 out of 2
- 2** The candidate identifies some features of the procedure (such as the avatar and 'neutral' situation). No clear details have been given. Mark for (b) = 1 out of 4
- 3** The candidate gives basic reference to reliability by stating that the environment was 'set' which implies that the environment remained constant for each patient/participant. Mark for (c) = 1 out of 6

Total mark awarded = 3 out of 12

How the candidate could have improved their answer

- (a) A basic explanation was given. To improve, the candidate should have mentioned that the electrical current produces a seizure in the patient's brain.
- (b) A basic description of the procedure was given. To improve, specific features of the procedure should have been given such as the underground train, measures of paranoia, details of the actions of the avatars and 200 non-clinical members of the general population.
- (c) The candidate could have improved their response by defining what was meant by reliability and give some examples from the study that might improve or decrease its reliability. Examples could include in what ways the procedure was standardised for all participants (e.g. the same virtual reality environment) and in what ways the procedure might have been inconsistent. For example, some participants may have felt the environment was very fake and did not engage with it while others may have felt it was very realistic. Therefore, the measure would have been experienced in different ways by the participants. Reference could have also been made to the self-reports used in the study being the same for all participants.

Common mistakes candidates made in this question

- (a) Some responses were brief and simply explained that ECT is an electrical shock that is given into the brain of the patient which induces a seizure. Very few candidates mentioned anything additional such as the length of the shock or that it can be done uni- or bi-laterally.
- (b) Responses were sometimes brief with just a few details of the study such as the virtual reality headset and the virtual reality environment of the subway.
- (c) There was lack of understanding of reliability as the consistency of the measuring device. Many discussed issues around validity rather than reliability such as demand characteristics and ecological validity. These issues could have been related to reliability but very few candidates were able to do this.

Question 2

Example Candidate Response – high

Examiner comments

2 a) Opiates are a form of medicine that are known to decrease impulse control ^{and non-substance-addictive} disorders in individuals. A study carried out to investigate the effect of opiates on ~~the~~ impulse control disorders, where ~~two~~ a 16 week course of two different sorts of opiates and a placebo found that opiates were in fact helpful in treating such disorders. ¹ A biochemical treatment ~~can~~ ^{is} one way of treating these disorders. The behavioural approach, which focuses on the approach that all behaviour occurs as a learned response, has two forms of treatment for impulse control disorders and non-substance addictive disorders: covert sensitization is one way which works ^{on the basis of} classical conditioning. An stimulus is paired with the harmful behaviour to create feelings of nausea and vomiting. The participant is given muscle relaxation techniques after which he/she is told to focus on the ^{impulsive} behaviour, and images ^{of} of nausea and vomiting are paired with the impulsive behaviour so that the next time the patient is about to carry out the impulsive behaviour, the nausea ² paired with it stops the behaviour from taking place. This procedure was carried out on a 54 year old woman who was kleptomaniac and stole things that she didn't even need ex. baby stuff even though she didn't love anybody to give them to. She had recognized this faulty behaviour and her husband was accused of embezzlement. Muscle relaxation techniques along with classical conditioning used to pair the behaviour with nausea ~~was~~ treated her disorder and she found it much easier to carry on day-to-day activities with only one report of relapse. ³

Imagery desensitization is another procedure which uses muscle relaxing techniques first, and then makes the patient imagine walking into the situation that causes the impulsive behaviour by using images and then makes them walk out of the situation without performing the impulsive/addictive disorder. A study was carried out on a man with a gambling disorder that was interfering with his personal life. Imagery desensitization helped him overcome the symptoms of the disorder.

1 Some details of the study have been given with the correct biochemical treatment as well as an indication of the results.

2 The candidate gives clear details of covert sensitisation treatment.

3 Details of the study have been given with some indication of how the treatment was done and the effect on the woman at the end of the study.

Example Candidate Response – high, continued

Examiner comments

Question Part

and helped improve his relationship. Another way to treat such disorder is impulse control therapy which is based on Miller's feeling state theory. This treatment focuses on addressing the feelings that encourage the behaviour in the first place, and reasoning those feelings. It requires discussions between the therapist and patient to overcome the problem. Cognitive behavioural therapy is another technique that may be used, which also relies on talks between patient and therapist.

b) The biochemical treatment of opiates used a fairly large sample and included a 16 week course identifying the possible treatment of impulse control and non-substance addictive disorder. This makes the findings representative and the control (placebo) group increases validity of the findings. The Yale-Brown Obsessive Compulsive disorder is an objective and reliable way to measure the disorder. The lowest sensitization technique study was a case study and was carried out on one woman, which limits the representativeness of the sample and generalisability of findings as other people suffering from the same disorder may react differently to the technique. The technique was also used to treat kleptomania only so it can not be said that other impulse control disorder patients will react the same way. The study had a follow-up that found that the treatment worked as relapse rate was extremely low (once) which increases reliability of the study and the treatment. The study also relied on self-report which could lower reliability as the woman could've answered questions in a better way due to social desirability bias.

4 The candidate gives details of imaginal desensitisation.

5 The candidate gives brief details of impulse control therapy and cognitive behavioural therapy. Mark for (a) = 7 out of 8

6 The candidate gives accurate evaluation of opiate treatment. A brief comment is made about the representativeness of the sample and the effect of the control group on validity.

7 Many evaluation points are raised regarding covert sensitisation and each one is accurate. There is some use of appropriate terminology but these are brief with no analysis.

Example Candidate Response – high, continued **Examiner comments**

Question	Part
	<p>Imagery desensitization was also carried out on one individual, who was used to treat the gambling disorder only, which limits generalisability of the findings as they may react differently to the procedure. This technique however reduced the disorder and improved his relationships and he was found to be able to leave the poker table whenever he wanted to, which makes the study valid. The techniques used are reliable as shown by the results of the study. This procedure however, can also introduce ⁹ social desirability bias in the self-report section. Impulse control therapy (Miller) is a therapy which also relies heavily on self-report measures, and the therapist evaluating the answer, which can have interviewer-bias as well as social desirability bias from the patient. ¹⁰ It can be used in everyday life in order to overcome other, similar disorders related to impulse control and non-substance abuse and in their treatment. The impulse control therapy can be used to understand feelings of the patients that suffer these disorders and in order to overcome these feelings, more treatment can be made by psychologists. ¹¹ Only thought processes are understood. Covert sensitisation can be used to treat other disorders like pyromania, the disorder of starting fires, and can help in improving the everyday life of the patient. There will also be easier to recognise these disorders and treat them timely.</p>

- 8** Reference has been made to named issue in the question.
- 9** A number of evaluation points have been made about imagery desensitisation. Each is brief but accurate with some appropriate terminology used.
- 10** Accurate evaluation point regarding impulse control therapy.
- 11** The candidate makes references to the named issue in the question and makes points regarding a number of different treatments and the application of these treatments to everyday life. Mark for (b) = 6 out of 10

Total mark awarded = 13 out of 18

How the candidate could have improved their answer

- (a) The candidate should have selected fewer treatments and done one or two in more depth. For example, more information could have been given at the start on the Grant et al. study with details of the procedure, sample and specific findings.
- (b) The candidate should have restructured their response and discussed three or four issues rather than evaluating each treatment in turn. The answer should have been started with the named issue of application to everyday life and evaluated two or three of the treatments described in part (a). The candidate also needed to provide some analysis. This could have been done by considering the counter-argument for the issue they had raised. For example if the candidate had argued the treatment had good applications to everyday life, they could also state why it might have been difficult to apply to everyday life or they could discuss the issues the psychologists could have with trying to achieve practical applications (e.g. the research could be very realistic and could therefore cause harm to the participant).

Example Candidate Response – middle

Examiner comments

2 a Treatment for impulse control disorder and non substance addictive disorder include many different procedures for treating the disorder.

Biochemical treatment use SSRIs and MAOIs which monitor the serotonin uptake in ~~dopamin~~ brain region. And ~~work on the~~ helps to maintain normal level of dopamine and serotonin. These Biochemical treatments have side effects such as obesity, change in bowel habits, gastric problems. 1

Covert sensitisation is another form of treatment used to treat impulse control disorder. This treatment involves attaching an unpleasant stimuli that produce anxiety such as nausea or vomiting with the behaviour that needs to be changed. 2

A case study was reported of a ~~women~~ 56 year old woman who had a history of daily shoplifting. She underwent the treatment thoughts of shoplifting daily entered her mind and then an unpleasant stimuli was attached to it. ~~After~~ this practice was to be done at home and all should be done in continued relaxation. After some time women reported diminish of symptoms which improved quality of her life. 3

Systematic desensitisation is also a form of treatment used for treating the addictive disorder. ~~This~~ ~~process~~ In this patient is taught muscle relaxation, this ~~is~~ all procedure must be done in continued relaxation. First the person mind is filled with the thoughts of carrying out the behaviour the slowly the individual leave the situation mentally removing any thoughts. This therapy is also shown to be effective in reducing the symptoms of addictive behaviours. 4

Cognitive treatment can also be used. this is a behavioural taking therapy where persons thoughts and feeling about the particular addictive behaviour are changed. First the addictive behaviour is identified then the person thoughts about the particular behaviour and changed. During this the systematic eye movement test is also performed ~~this~~ ~~but~~ to notice the persons eye movement this should all be done in continued relaxation. A case study of a person with gambling disorder was reported who under went the Cognitive therapy session. Reported in diminish of symptoms. 5

1 The candidate identifies biochemical treatments.

2 Brief detail of this treatment.

3 Reasonable details of this case study with some indication of how the treatment was carried out and the outcome of the treatment.

4 Some indication of a treatment used to control impulse control disorders.

5 The candidate gives some correct details of impulse control therapy and cognitive therapy. Mark for (a) = 4 out of 8

Example Candidate Response – middle, continued

Examiner comments

Question	Part
2	(b)
	<p>Biochemical treatment for treating the addictive disorders have application to everyday life as these medications can be used to treat the addictive behaviours by keeping a balance in dopamine in the brain region. But it may only focus the individual factors but by raising the amount of dopamine does not consider the situational factor that may be responsible for such behaviours and may also be considered a reductionist.</p> <p>Another form of treatment covert sensitisation has an application to everyday life as the therapy can be performed at home and individual don't have the need to rush to the hospital improving the quality of life. The case study reported in this therapy involves only one women with the addictive behaviour of shop lifting, result therefore results cannot be generalised to other addictive behaviours. It also is considered reductionist because it only focus the individual in changing the thoughts not considering the the situational factors.</p> <p>Biochemical treatment supports only the nature side of the debate by increasing dopamine uptake not considering the nurture factors.</p> <p>Other Systematic desensitisation also focuses on the individual factors. The cognitive behavioural therapy involved only one participant with gambling disorder results cannot be generalised to other. It also considers the</p>
	<p>situation factors for the particular behaviour. Whereas all the cognitive therapies supports the individual factor without considering the situational ones and are said to be reductionist. Has relevance to everyday life as they can be performed at home by individuals alone. Limits in terms of generalisability as used only one participant with only one particular type of disorder or addictive behaviour.</p>

6 The candidate makes reference to named issue in the question.

7 This is basic evaluation point regarding individual differences.

8 The candidate makes reference to named issue in the question.

9 The candidate gives accurate, brief evaluation points regarding covert sensitisation.

10 Brief evaluation points regarding systematic desensitisation.

11 Accurate evaluation point about the problems with generalisability of just using one participant in a study.
Mark for (b) = 5 out of 10

Total mark awarded =
9 out of 18

How the candidate could have improved their answer

(a) Brief details were given of a number of therapies and some mixing of therapies toward the end of the response. To improve, the candidate should have given more lengthy details of two to four of the treatments given in the specification. If just two were given, the case/research studies that gave evidence for the effectiveness of the treatments should have also been discussed.

(b) The candidate should have restructured their response and discussed three or four issues rather than evaluating each treatment in turn. The answer should have started with the named issue of application to everyday life and evaluated two or three of the treatments described in part (a). Most of the evaluation points were very brief with few examples to support their points and a limited use of terminology. More extended evaluation points could have been made and as a result the candidate could have used fewer evaluation issues but discussed each in much more depth. The candidate also needed to provide some analysis. This could have been done by either providing a counter-argument or the problems psychologists might have been faced with when trying to create a study with a good sample, a valid study or a practical study.

Example Candidate Response – low

Examiner comments

2 a) Impulse control disorder and not substance addictive disorders are the ones which also effect the mental health of a person example: drinking alcohol, drug addiction etc. These disorders impulse control disorders and addictive disorders because the person effected by these are don't have control over them while doing such acts because they might be stress or depressed. However these disorders can be treated. Anti depressants ¹ or psychopharm tablet if the

Question Part

patient ~~can~~ follows the medical procedure without adherence, these disorders can be prevented. Moreover, counselling session ² can be arranged by professional psychologists. Carrying the ~~can~~ counselling sessions once or twice a week can ~~be~~ help the patient recover.

2 b) Drinking, drug addiction are one of the main problems of everyday life which could be prevented by counselling & medication. Excessive drinking can be due to depression and stress which could be prevented by seeing a practitioner & taking anti depressant and therapy. ~~an~~ example Henry who had a addictive disorder of working his hours, his mother contacted him for his therapy. ~~but~~ His disorder was eliminated after ~~so~~ the therapy ³ but still some ~~can~~ ~~see~~ ~~problems~~ were symptoms were seen after therapy leading him to see the ~~practitioner~~ as a psychologist again.

¹ Appropriate treatment has been identified.

² The second appropriate treatment has been identified. Mark for (a) = 1 out of 8

³ There is limited explanation of how therapy might help someone with obsessive-compulsive disorder (OCD). Mark for (b) = 1 out of 10

Total mark awarded = 2 out of 18

How the candidate could have improved their answer

(a) A limited description was given for the two treatments identified by the candidate. To improve, the candidate should have described the biochemical and cognitive-behavioural treatments for impulse control disorders and non-substance addictive disorder. Candidates at this level could attempt to learn at least two of the appropriate treatments in less detail and back up these descriptions with some examples of how the treatments might work in practice with these disorders.

(b) One point was raised by this candidate that therapy could be effective for someone with OCD. In order to improve, this candidate could focus on two evaluation issues in their response. A low mark candidate may be able to use issues such as applications to everyday life and ethics in order to evaluate treatments of psychological disorders. The candidate could give some examples of why these therapies might have applications. This candidate could have explained why talking to someone each week might help the person who excessively hand washes. They could then explain why having therapy might be unethical. For example, someone who excessively hand washes might feel embarrassed about their behaviour and therefore would be unwilling to discuss this with a counsellor or feel very uncomfortable when they do discuss it. To reach the mark band 5-6 the candidate needed to provide some analysis in their response, for instance explaining that if the therapy was unethical and the patient was unable to discuss their problem, this could have a negative impact on its effectiveness.

Common mistakes candidates made in this question

(a) Many responses achieved a lower mark due to giving either very brief answers or answers where the causes of impulse control disorders and non-substance addiction disorders were given rather than the treatments. A number of responses appeared unaware of what constituted a non-substance addiction disorder so there were descriptions of treatments for alcoholism, which is a substance addiction. Another common error was to describe treatments for phobias or schizophrenia.

(b) Most responses achieved in the level 2 mark band. The answers often did include reference to everyday life but tended to be structured by going through each treatment in turn and were often quite repetitive in nature and very brief for each issue mentioned. Many responses did not include any analysis and did not consider strengths and/or weaknesses of the issue, provide any counterargument or a comparison between the different treatment techniques in terms of the issue under discussion. Without this analysis, these answers could only achieve level 2 maximum. For some responses where an incorrect treatment was described in part (a), the evaluation in part (b) could not be credited as it did not address the question.

Question 3

Example Candidate Response – high

Examiner comments

Question Part

3	a	A cognitive map is a mental representation of one's physical environment. ¹ In a retail environment, this would be how consumers remember the layout of a supermarket and where certain items are located within. ²
3	b	A self-report in the form of a survey was given to participants to be completed after their next shopping trip. They were asked to name the store where they had shopped at (even if they hadn't purchased anything) and then answered questions about their purchases, purpose of the trip, and their past experiences of the same store. ³ They were then asked about their perceptions of crowding, satisfaction and outcome of the trip. ⁴ Lastly they were asked traditional emotion measurement questions, crowding tolerance questions, and basic demographic questions. ⁵
3	c	A strength of self-reports is that they can be easily replicated making them very reliable. In Machleit's study, details of the survey and how it was administered is clearly documented which allows others to more easily and accurately replicate the study to compare results. ⁶ A weakness of self-reports would be the presence of social desirability bias where people want to be seen in a better light which negatively affects results. ⁷ In Machleit's study, participants may have answered in ways that make them look more appealing like more appealing individuals by being dishonest with their answers. They portray themselves as people who don't get frustrated from big crowds and are always positive no matter how crowded a store is. ⁸

- ¹ Clear definition of cognitive map.
- ² Clear link to retail environment. Mark for (a) = 2 out of 2
- ³ Details of the self-report and the type of questions asked used in the study.
- ⁴ Types of self-reports used in the study have been identified.
- ⁵ Details of the self-reports used in the study. Mark for (b) = 4 out of 4
- ⁶ The candidate identifies and hints at elaboration by stating that it is reliable due to it being clearly 'documented'.
- ⁷ The candidate identifies a weakness and gives a brief explanation.
- ⁸ Very clear and detailed example from the study that is clearly linked to crowding. Mark for (c) = 4 out of 6

Total mark awarded = 10 out of 12

How the candidate could have improved their answer

(c) The candidate's explanation of self-reports' weakness received full marks. To improve, the candidate needed to include more elaboration of their strength. For example, the candidate could have explained that the majority of the self-reports used, such as perceived crowding on an 8 point scale, collected quantitative data from fixed, closed questions and these could be given to participants again to check for reliability of results.

Example Candidate Response – middle

Examiner comments

3. (a) Cognitive map is a virtual mapping technique in which we have to imagine and build a map in our mind. In relation to retail environments we can image a map of all the retail stores and places from place of departure.

(b) Self-reports in terms of questionnaire was provided to students in study 1 and adults in study 2. They were asked about their perception of crowding as well as their response to it. Other questions included their ~~that~~ asked about their

Question Part

shopping preference. Participants had to rate on Likert scales about certain questions.

(c) Self-reports are dependent on participant response. Participants can alter their answers to ones which are socially desirable. Students were asked about their perception of crowding in retail environments. Students can exaggerate their answers which will decrease the validity of the findings. However, it provides with quantitative data which can be easily comparable. Participants' responses on Likert scales can be matched to produce valid findings. Self-reports cannot natural responses. Participants can ~~are~~ provide their own view regarding certain situations, in this case about their crowding perception.

1 Appropriate explanation of the term.

2 Appropriate link to retail environment.
Mark for (a) = 2 out of 2

3 The candidate identifies the correct self-report.

4 The candidate identifies a correct self-report as the study asked the participants to rate a shopping trip.
Mark for (b) = 2 out of 4

5 Social desirability is an appropriate weakness and the candidate gives some explanation of this weakness.

6 A appropriate strength is given with a brief link to the study.
Mark for (c) = 4 out of 6

Total mark awarded = 8 out of 12

How the candidate could have improved their answer

(b) The candidate should have identified more of the self-reports used in the study such as satisfaction (rated on a 7 point scale), emotion (5 point scale) or prior expectations of crowding (7 point scale). The participants were also asked to recall a recent shopping trip.

(c) The candidate needed to contextualise the weakness to be more specific to the Machleit et al. study. For example, the candidate could give a brief example of the type of socially desirable response, which might be given by a participant when asked about crowding in a retail environment. To improve, the candidate could contextualise the comment about quantitative data or extend the point about being able to provide their own view (which was very briefly contextualised).

Example Candidate Response – low

Examiner comments

Question	Part	
3	a	Cognitive map: is a map that the participant is asked to draw about what they remember about a certain area or place. This is to find out the most important features people remember about what the researcher is researching about. 1
3	b	The study suggested that crowding in retail environments can cause negative effect and avoidance by the consumer. Consumers are more likely to enter a shop that is less crowded so that they can shop in peace. He also argued that over crowded shops are usually said to be the discounted stores, whereas luxury stores are affiliated with having less crowd. In case of if a luxury store start getting a lot of people it can eventually lead to them losing there consumers. 2

1 Basic definition of cognitive map which states it is a drawing from a memory of an area. Mark for (a) = 1 out of 2

2 The candidate has not given any information about the self-reports used in the study. Mark for (b) = 0 out of 4

Question	Part	
3	c	One weakness can include that participants can add their biased opinion about their experiences, which results in the collection of invalid data. It can also be not generalized to the whole population. Strength can include researcher can collect high qualitative data as the research participant has already been through the situation and exactly know how they feel about crowding. The data produced is easier to produce evaluate. 3 4

3 The candidate gives the correct weakness.

4 Correct strength has been given in a limited way. Mark for (c) = 2 out of 6

Total mark awarded = 3 out of 12

How the candidate could have improved their answer

- (a) The candidate should have provided an example of a cognitive map of a retail environment. For example, a shopper will need to use their cognitive map in order to find the items that they want in a familiar shop.
- (b) The candidate needed to describe the self-reports done in the study. In order to achieve 2 marks, the candidate should have identified two of the topics the questionnaires used in the study were measuring (e.g. crowding and satisfaction with a recent shopping trip).
- (c) One strength and one weakness were identified. To achieve marks in a higher band, the candidate needed to elaborate on both of these. Examples of both possible participant bias and the benefits of stating how you feel in the Machleit et al. study would have achieved this.

Common mistakes candidates made in this question

- (a) A few candidates gave a definition of cognitive maps, but did not link their response to the retail environments. Others gave an incorrect definition of the term.
- (b) Many of the responses did not know any of the self-reports used in the Machleit et al. study and achieved no marks. Some did know that the study used a questionnaire on crowding but could not give any other types of self-reports used or any details of the self-report used to measure crowding.
- (c) Most gave a generic strength and/or weakness of self-reports such as bias and the strengths and weaknesses of quantitative data. Very few linked these points to the study or gave any explanation of the strength and/or weakness.

Question 4

Example Candidate Response – high

Examiner comments

used an independent measures design and each child was sat at a table with a variety of soft drinks such as Coca-Cola and Pepsi in front of them. They were then shown a ~~short~~ clip from the movie Home Alone where Kevin drinks Pepsi and a control condition where Kevin is shown drinking milk. They were then asked to choose a soft drink ~~for~~ themselves. The result was that there was a significant increase in Pepsi preference in the Pepsi condition over the control group meaning that it was successful advertisement that affected the children's choices. ¹

Another study investigated children's familiarity with popular brand logos in a matching game where they had to pair a logo to a category. This was to test out whether TV adverts have a significant effect on children's familiarity with brands. The result showed that a lot of the children were well familiar with the brands. Not only children's certainty etc but with adult and cigarette brands too and that this familiarity increased with age of the participant. ²

Lastly ~~lastly~~ psychologists investigated the use of false memories as an advertisement tool. ³ They were shown a picture of a character

¹ Many correct details of the (Auty and Lewis, 2004) study are given with a brief, general result.

² The candidate gives brief details of the study with a limited reference to advertising techniques as the study used TV adverts.

³ The candidate links the study to advertising techniques.

Example Candidate Response – high, continued

Examiner comments

	<p>Such as Bugs Bunny or Mickey Mouse at Disneyland and then asked if they remembered the character from their Disneyland experience. Many participants got under the impression that they really did meet these characters even though it's impossible to meet Bugs Bunny at Disneyland as it's a Warner Bros. creation. Further it was found that pictures have a bigger effect than words alone in planting real false memories. This can have applications in advertising by evoking nostalgia or familiarity. 4</p>
4	<p>b) The study of film influence was highly reliable as it was a lab experiment and all procedures were standardized such as the length of clips shown to the participants and the soft drink arrangement at the table. It also asked the parents for consent for the children to be part in the study and be exposed to the film and consume soft drinks which made the study ethical. However the sample was of children so the results may not be generalizable to adults and 6 see they were children from one culture it may not be generalizable to children of other cultures. 5</p>

4 The candidate gives brief details of the study with a link at the end to advertising techniques. Mark for (a) = 6 out of 8

5 There is limited evaluation of reliability.

6 The candidate gives a brief evaluation of named issue.

Example Candidate Response – high, continued

Examiner comments

In the study where children were made to play the matching ~~game~~ game of recognizing brand logos. The validity of the study was high because the equipment and environment was standardized which reduced the effect of any confounding variables in the children's behaviours. However the small sample size may have introduced participant variables as differences between children that lead to a fairly similar sample which may not be representative of the larger children population hence decreasing validity. **7**

The study of false Disney land memories was high in validity as it ~~used a method~~ it used self reports to test the participants' memories which may not even have been possible otherwise. However the use of self report introduces demand characteristics so many participants may have guessed the aim of the study and given unbiased answers. Moreover there was a social desirability bias in this study as participants may have agreed to seeing bugs bunny just to not be perceived as under informed or may not have knowledge of the fact that bugs bunny was a Warner Bros. **8** creation.

7 The candidate gives a reasonable evaluation of population validity.

8 The candidate gives three, limited evaluation points that are relevant to the study. Mark for (b) = 6 out of 10

Total mark awarded = 12 out of 18

How the candidate could have improved their answer

(a) The candidate could improve their response by describing the three bullet points given in the syllabus (advertising media, marketing mix models and product placement in films) rather than two studies from the 'advertising applications' topic. The candidate did describe the Auty and Lewis study briefly but this could have been done with more elaboration of the procedure, specific results and a conclusion regarding the use of product placement as an advertising technique.

(b) The candidate should have restructured their response to consider three or four evaluation points in turn, rather than evaluating study by study. The candidate needed to begin with the named evaluation issue about the use of children in psychological research as this could have helped the candidate to provide a more thorough discussion of this issue. The candidate could have then evaluated reliability, validity and population validity which were the issues used in the response. This could have provided an opportunity for analysis of each issue where the candidate could provide a counterargument or compare the evaluation issue between two of the studies used.

Example Candidate Response – middle

Examiner comments

Question Part

Question	Part	Response
4	a	<p>Advertising is done so that the consumers can get to know about a certain and catch the eye about a certain thing. It is done to appeal to the customers. Advertisement can be done through many ways through the internet billboards etc. ¹ However, psychologists have discovered other ways that advertisement is done. Advertisement is done by having a product in a movie, it may not be given the whole attention, as it may be in the back; But it is made sure that the consumers can subconsciously hear and see the product for example ². The use of pepsi in Home Alone was a way of advertising it. In the scene the family is seen having food while having pepsi. There also was a study conducted on how well children remember a certain product after watching a movie. They were shown the same clip from Home Alone and were asked to pick a drink after watching the clip. They wanted to check whether children will be able to remember a certain product and choose pepsi out of the two drinks ³. Celebrity endorsements</p>

¹ The candidate identifies types of advertising.

² An appropriate advertising technique has been described.

³ Details of the Auty and Lewis study have been described, but this is limited.

Example Candidate Response – middle, continued

Examiner comments

Question Part

		<p>have a huge role in advertisement of a product. When we see a celebrity that we admire using a product, it would automatically make us want to desire and purchase the product. Because it is advertised by some one we like, we would buy it even if we don't need it, just to have a feel of satisfaction. If the product is advertised as a limited edition product our sense of desire increases for the product. The consumers know that the product is not easily purchasable, so the desire to have it more is even more strong.</p>
4	b	<p>Researches are done by psychologist to find the ways and techniques about advertisement. Most of them are conducted by laboratory experiments. So that the researcher</p>

4 The candidate describes the type of advertising. Mark for (a) = 3 out of 8

Example Candidate Response – middle, continued

Examiner comments

Question Part

can control the variables so that the findings are more reliable and valid. In the study where children were tested on the memory about the product, they conducted a laboratory experiment where the sample was not informed about the true cause of the experiment to avoid demand characteristics. In this case the sample were children from 60 schools. By the use of children the researcher was able to avoid demand characteristics, because if adults were given ~~it~~ were chosen as sample they would have had know right away that the researcher wants them to pick the product that was shown in the movie clip. However, as children are more naive, they couldn't figure it out. Researcher also tested how well slogans are remembered by children of different ages from 3-6 and 7-11. The picked slogans showed on television and were asked to match the picture with the name. The aim of the research was to see how well they will remember slogans shown on billboards. Before hand the parents were asked to fill up a questionnaire where questions

5 A basic evaluation point regarding demand characteristics has been given.

6 Named issue has been addressed in a reasonable way, with a comparison given between adults and children in terms of demand characteristics.

Example Candidate Response – middle, continued		Examiner comments
Question	Part	
	<p>were asked whether some one smokes in the household or not. Surprisingly 60% of the children were able to recognise the cigaret brand. This research had less ecological validity as it was a laboratory experiment. Both researches have ethical issues, As asking children to have fizzy drinks can be ethically wrong. It can also put mental stress on the children as they would feel they have to remember all the brands.</p>	<p>7 Evaluation issue has been identified with a limited explanation.</p> <p>8 Named issue has been identified and reasonable evaluation given. Mark for (b) = 5 out of 10</p> <p>Total mark awarded = 8 out of 18</p>

How the candidate could have improved their answer

- (a) The candidate should have given further details of the Auty and Lewis study, including the results and a conclusion. The candidate needed also to omit most of the more 'anecdotal' parts of their response (e.g. celebrity endorsements) and include details of the marketing mix models named in the syllabus.
- (b) This candidate did do some reasonable evaluation for two of the studies. To improve, they should have evaluated by issue rather than by study to enable them to give a more detailed evaluation with some analysis of the issues under consideration. The candidate did give many details of the studies which were not relevant to this question. Instead, the candidate should have altered these descriptions to further elaborate their evaluation points.

Example Candidate Response – low

Examiner comments

4. (a) Advertising techniques and types of advertising are both different things. Firstly Advertising techniques are the new techniques/idea of advertising. Types of advertising are the ones which are already used there are a set of types of ~~discrete~~ advertisements. Almost every brand/marketing person know the type of advertising but being out a ~~advertising~~ technique is unique and something unusual for people.

Advertising technique Types of advertising is advertising on TV, radio, newspaper, magazine, questionnaires for a study but advertising technique is a unique way of presenting TV ad or a questionnaire which is a bit different from other questionnaires. **1**

(b) Types of advertising, study done by questionnaire, TV ads, radio, magazine & newspaper and advertising technique by unique idea of presenting. Experiment study in which children are used after had button phobia. Interview was conducted of mother and son for 30 minute session for boy of 20 minutes with boy and kid. After Before the experiment the exhibition promoted/advertised about phobia hearing psychologist. Psychologists write the name of place and their own name after each study to advertise their name. **2**

1 The candidate identifies the types of advertising. Mark for (a) = 1 out of 8

2 No evaluation points are made. Therefore, there is nothing creditworthy in this response. Mark for (b) = 0 out of 10

Total mark awarded = 1 out of 18

How the candidate could have improved their answer

(a) The first paragraph did not answer the question. The candidate could have given some brief examples of the advertising types identified in the second paragraph. They then needed to describe at least one of the marketing mix models and the Auty and Lewis study.

(b) The candidate needed to evaluate the advertising techniques identified in part (a) of their response. They could have discussed the effectiveness of the types of advertising raised in part (a). In addition, the candidate needed to extend their part (a) in order to provide evidence to evaluate.

Common mistakes candidates made in this question

(a) Many responses achieved a lower mark due to giving either very brief or anecdotal responses that listed different types of advertising. Some did go on to explain how this type of advertising works and why it might be effective but this did not address the question directly. There were few descriptions of marketing mix models or product placement in films (Auty and Lewis, 2004). A significant number of responses described information from other parts of the syllabus. A number of these types of responses instead described how consumers make decisions when they decide to buy a product and made no mention of the influence of advertising on these decisions.

(b) Most candidates provided brief evaluation and were limited in their discussion points as their part (a) of the response was anecdotal or inappropriate to the question. Typically, the responses were structured by study rather than by issue which made it more difficult to provide detailed points or any analysis of the issue under consideration.

Question 5

Example Candidate Response – high

Examiner comments

Question Part

Question	Part	Response
Ans	5a,	<p>Biochemical tests is a physical way of measuring non-adherence and as shown by Roth, it is a valid measure. Biochemical tests involves taking sample of urine or blood ¹ to see whether drug has been taken or not. ²</p>
	b,	<p>Ley suggested that practitioner must improve their styles of interacting with patients such as giving important information at the start of the appointment and highlight the medical advice given so that ³ patients can truly understand & what the practitioner tends to say and thus increase adherence. This way patients will not forget the medical advice given and will be more likely to follow the guidelines given in order to improve their health ⁴</p> <p>Second guideline by Ley was that practitioner must use words that are understood by patients well and not use medical jargon. ⁵ They must explain the potential costs and benefits of not not adhering to medical requests. Thus ver Therefore verbal communication will be a source of satisfaction for patients if it is a clear and directive.</p>
	c,	<p>One strength of the guidelines is that ⁶ it helps in improving the relationship between a practitioner and patient, it explains to doctors that they must</p>

¹ Biochemical test has been identified.

² Here is the reason the test shows non-adherence. Mark for (a) = 2 out of 2

³ The guideline is given.

⁴ The reason for guideline is stated.

⁵ The guideline is given and the reason for it identified.

⁶ Further reason is given for the guideline to not use medical jargon. Mark for (b) = 4 out of 4

Example Candidate Response – high, continued **Examiner comments**

Question	Part		
		<p>One strong adopt those styles ⁷ that will increase satisfaction of patients from interaction with the practitioner and therefore has applications to real life as it suggested that patients must be given more information about them as they understand more than it is thought. ⁸</p>	<p>⁷ Strength is identified and explained.</p>
		<p>One weakness of the guidelines is that they are reductionist. They only consider that ⁹ improvement in practitioner style may improve adherence. However this is not the case as people weigh up the costs and benefits of adhering and there non-adherence is caused by many other factors such as financial factors, social factor etc thus not solely because of ¹⁰</p>	<p>⁸ A basic detail is given of the strength.</p> <p>⁹ Weakness is explained.</p>
		<p>a, Stress satisfaction or dissatisfaction caused by the style used by practitioner.</p>	<p>¹⁰ Reasons for weakness are explained. Mark for (c) = 4 out of 6</p> <p>Total mark awarded = 10 out of 12</p>

How the candidate could have improved their answer

(c) For the strength, the candidate could have explained the final point in more depth, possibly with the use of an example. To improve the weakness, the candidate should have stated that the guidelines were ‘somewhat reductionist’ as it was inaccurate to state they were only ‘reductionist’ as Ley gives a variety of different guidelines and suggests a number of reasons these guidelines could be effective to improve adherence.

Example Candidate Response – middle

Examiner comments

Question Part

Question	Part	Response
		Psychology & Health:
05		
(a)		Biochemical tests can be used by taking blood, urine, or saliva ^{sample} of the patients ¹ to measure the level of adherence.
(b)		Levy investigated how well patients understood the instructions. He suggested in his findings that practitioners should avoid medical jargons. He used of technical terms. So ² badly instructions should be given in a more ³ organised & well constructed manner. with a patient-friendly attitude.
(c)		If practitioners avoid using technical ⁴ terms, patients can easily understand their conditions. He might adhere more seriously in response to that. However if a patient friendly attitude ⁵ is used by the practitioner, the patient ⁶ might not take his instructions seriously hence less likely to adhere. Also organising instructions is time consuming for the practitioner.

¹ Appropriate biomedical tests are identified.
Mark for (a) = 1 out of 2

² The guideline is identified.

³ Second guideline identified.
Mark for (b) = 2 out of 4

⁴ A strength is identified.

⁵ A brief explanation for weakness has been given.

⁶ A weakness has been identified.
Mark for (c) = 3 out of 6

Total mark awarded = 6 out of 12

How the candidate could have improved their answer

- (a) The candidate needed to explain how a blood or urine sample might measure adherence.
- (b) The candidate should have given a more detailed response for each guideline. This could be done with an example or an explanation of why the guideline might help to improve patient adherence.
- (c) For this response, the candidate needed to further elaborate on the strength. This could have been done by explaining how using less medical jargon could lead to better understanding. The candidate could have used an example to do this. For the weakness, the candidate should have focused on one weakness. They could have further elaborated the first weakness, which was the stronger of the two, with an example of a patient taking the information more seriously.

Example Candidate Response – low

Examiner comments

Question	Part	* Psychology and health
5-	a)	The higher the score on the Biochemical test, the higher the level of adherence to medical advice. Bio chemical test is also used to check how much a person has improved in adhering medical advices over the years. 1
	b)	It was found that patients that adhere to medical advice of doctors who are formally dressed for example in a white coat. One guideline is the formal dress of doctors. Another guideline was to give a clear and uncomplicated medical advice. The better the patient understands, the more he/she will adhere. 2
	c)	one weakness is that in the same study, it was found out that males prefer doctors in an informal dress. There was ethno centrism in this guideline. one strength is that clarity in the medical advice makes

1 No biomedical test has been identified.
Mark for (a) = 0 out of 2

2 There is basic identification of an appropriate guideline.
Mark for (b) = 1 out of 4

Question	Part	
		it easier for the patient to follow it and he/she can pass it on to other people in a correct way. 3

3 A correct weakness is identified.
Mark for (c) = 1 out of 6

Total mark awarded = 2 out of 12

How the candidate could have improved their answer

- (a) The candidate needed to identify a biochemical test and explain how this could identify if a patient adheres.
- (b) The first paragraph given by the candidate, about the style of dress of the practitioner, is not one of Ley's guidelines and should have been removed. Instead, this candidate should have identified two of the guidelines given by Ley (e.g. do not use medical jargon and emphasise key information to patients). The candidate could then achieve in the 3–4 mark band by explaining why each guideline might have improved adherence.
- (c) The weakness given by the candidate was unclear but also related to the study about style of clothing which is not from Ley. The strength given was correct. Instead, the candidate could give an example of some medical advice that might be easier to follow using Ley's guidelines.

Common mistakes candidates made in this question

- (a) Some candidates did not identify any appropriate biochemical test to measure adherence and few identified a psychological test. Another common mistake was to not explain why the test could show levels of adherence in patients.
- (b) Many candidates made reference to practitioner style of dress/clothing which was not one of Ley's guidelines. As a result, many just gave one correct guideline. In addition, many responses were very brief where the guideline was identified rather than explained.
- (c) Further reference was often made to practitioner style of dress and none of these strengths and/or weaknesses were creditworthy. Candidates found it difficult to write a band 5–6 mark response as their responses were often fairly brief. Many just identified a strength and/or weakness with no elaboration.

Question 6

Example Candidate Response – high

Examiner comments

Q6	(a)	Stress is said to be the emotion experienced when perceived demands exceed the perceived available resources. Stress can lead to long term illnesses if it's not treated immediately. Medically it can be treated by the use of anti depressants like Prozac or anti anxiety drugs like benzodiazepines. ¹ Kahn et al conducted a study on 2 groups, one treated by benzodiazepines and the other by placebo and found significant improvement in the former group. ² Apart from that bio feedback is an effective technique. It involves attaching electrodes to the patient which report immediately back to the patient after measuring physiological levels like pulse rate and blood pressure which if increase a high pitch sound is heard and if maintained a low pitch is heard. ³ Bodzynski conducted a study with 2 control groups and 1 experimental group to treat tension headaches (associated with tight scalp and neck muscles). The control group 1 had to relax with a continuous low pitch sound. Control group 2 had to relax without any sound. Experimental group had to maintain the low pitch and not allow high pitch to be heard by relaxing. Results showed the experimental group showing improved results over the other 2. ⁴
		Imagery is also used to reduce stress which involves closing the eyes, relaxing, visualizing a relaxed atmosphere (beach, sunset), immersing oneself in it and relaxing and thinking about how one can return to it anytime. ⁵ Bridge et al used it to treat women undergoing cancer treatment. He measured

¹ The candidate gives appropriate treatment and examples.

² Brief details of this study have been given.

³ Clear details of biofeedback has been given.

⁴ The candidate gives a detailed description of the study.

⁵ The candidate gives appropriate details of a treatment given.

Example Candidate Response – high, continued

Examiner comments

Question	Part	
		<p>stress levels by a Leeds Anxiety scale and a 65 item mood scale before and after breast cancer treatment of the women who were divided in 3 groups (a relaxation, an imagery and relaxation a control). Leeds anxiety scale showed no change however the mood scale showed the relaxation + imagery group had high improvement.</p> <p>To manage stress (SIT) stress inoculation training is also used which believes that stress is a perception that can change by conceptualization, skill acquisition and application & follow up in real life. It believes stress is not an obstacle but a puzzle to be solved.</p>
06	b)	<p>Stress can be managed by varying techniques but as stressors are different for every one it is vital to find the correct way to treat every individual.</p> <p>Medically stress is treated by anti anxiety drugs which are very useful as they are an objective and easy way of treating stress. However this way of treating stress is quite reductionist and completely ignores the nature approach and the environmental factors causing stress which if not looked into will never solve the underlying root stress. They consider it to be a neural / biochemical imbalance. Biofeedback is a much more useful method in that it reinforces patients behavior. If they are</p>

6 A clear and detailed description of this study is given.

7 Details of stress inoculation therapy.
Mark for (a) = 8 out of 8

8 Usefulness is identified and is briefly explained.

9 This an appropriate evaluation issue but has been explained in a limited/confusing manner.

Example Candidate Response – high, continued

Examiner comments

Question Part

	relaxing and a low pitch is heard it will reinforce their behavior. However the varying sounds can ¹⁰ distressing for the individual and it's important to relieve individuals of all distress as it's a vital part of ethics, which are the set of guidelines which must be followed for welfare of patients.
	¹¹ Bridge also conducted his study on cancer patients which can be distressing for them and hard to relax when death looms over them so it's vital to take their consent. It's however a useful approach as it allows bodily relaxation in a very quick and easily applicable way.
	¹² S.I.T and other inoculation programmes are also holistic and useful but care should be taken that patient shouldn't have to delve into causes of stress as it could be painful for them to relieve such underlying processes.
	¹³ A combination of approaches should be utilized to gain max. effectiveness while not compromising on welfare of patients to treat their stress.

¹⁰ Analysis given with the use of the word 'however', but it is very limited.

¹¹ Named evaluation issue addressed with some analysis given at the start.

¹² A number of evaluation issues have been identified, but a basic explanation has been given for some.

¹³ Named evaluation issue of ethics has been addressed in a limited way.
Mark for (b) = 6 out of 10

Total mark awarded = 14 out of 18

How the candidate could have improved their answer

(b) This candidate could restructure their response to evaluate issue by issue rather than by treatment. This would have enabled the candidate to give more details and elaboration of each evaluation issue as well as to provide some analysis. The candidate could start each issue by explaining why this issue was important to the treatment of stress. Candidates should avoid making similar statements for each treatment as this is repetitive and would not be considered good evaluation.

Example Candidate Response – middle

Examiner comments

Q6a) Stress is a behaviour that can be caused to people in different stages of age and the reason may vary from person to person. Some people can have stress through because of the work load they have and some might experience it because of the life events or past experience and many suffer through stress because of personality differences.

These stressed symptoms can be controlled in different types of ways. Stress can be treated through biochemical treatments like drug therapy. Benzodiazepine is a drug given to the patients which tackles with the stress in the ~~nerve~~ central nervous system. The beta blockers are used to treat the stress by blocking the neurotransmitters. ¹

Stress can also be treated through cognitive factors for example by using the CBT method to manage stress, as it looks inside the cognitions of the patient and it has proved to be a better and first ² way of treating stress. Especially for the

- 1 Appropriate drug therapy has been given with some details of its function.
- 2 The candidate identifies cognitive behavioural therapy (CBT) but gives some basic detail of how this treatment might work.

Example Candidate Response – middle, continued

Examiner comments

Question Part

suicidal people, treatment has to be done. Imagery can also be used to manage stress as it was done in a case where female participants were gathered who were suffering from breast cancer. They were showed small clips which brought a positive thought in them that they can be treated and they can get out of this. 3

Contemplation is a method used by the doctors - in which the doctor and patients forms a good relationship between each other and they follow what the doctor tell them. Skills acquisition is also done to check whether the treatment is followed. The doctor's present in the clinic but can also be done at home without a doctor. Then the doctor checks whether the patients follows the process in the everyday life or not. 4

(b) ~~Drug~~ Biological factors only focus on the biological factors removing the other factors which can make it to be a reductionist. Drugs given to the patients can also have side effects. ~~the~~ Relapse rate is high for the drug therapy as it can be reversed as soon as the treatment is stopped so in comparison to this cognition factors are better because the therapy is better as they give first aid to the person. 5 The imagery ~~study~~ can be valid as it used natural experiment it took place in a real hospital with real

3 Imagery has been identified but very brief details of the study have been given.

4 Treatment is described although not identified. Mark for (a) = 4 out of 8

5 Three evaluation points are identified with a basic description given of each.

Example Candidate Response – middle, continued

Examiner comments

Question Part

patients it can still not be valid as the people with different cultures may react differently and if trials were put into an imagery condition they may react differently. ⁶ People on the ~~contemplation~~ can also prone to reductionism as it focuses on the images only and ignore the other factors. People who were in the contemplation process may produce valid results ~~or everything goes~~ to applicable into the daily life as the doctors got the patients to follow the instructions in the absence of the doctor and they are also checked whether they apply these in their everyday life. ⁷

All of the findings from these management techniques can be useful for the other medical practitioners to reproduce. They can also be replicated for test lev reliability.

The ethical issues may arise in some of these as the drug therapy can affect the patients health as it has side effects. Cognitive therapies and imagines may affect the thought process of an individual. As in hypnosis they might be showed things that they can't hear and that would cause them distress. In cognitive therapies people are mostly ~~not told about the treatment~~ facing protection issues. In people don't tend to share their problems truthfully which can cause validity problems as the researcher are dependant on participants truthful answers. ⁸

⁶ Limited evaluation point with some analysis given via comparison.

⁷ Basic point about application to everyday life of 'contemplation' (i.e. counselling).

⁸ A fairly good evaluation of the named issue ethics, with some analysis given. Mark for (b) = 5 out of 10

Total mark awarded = 9 out of 18

How the candidate could have improved their answer

(a) The first paragraph described the causes of stress rather than a treatment. The candidate could extend their description of drug therapy as well as describing a study that shows whether drug therapy is effective in treating stress. The description of CBT was unclear and an example of how this might work with a person who is stressed would have improved this response. Imagery could also be extended with an example or further details of the study. The final treatment appeared to be counselling. This could be extended with direct reference to stress.

(b) As this candidate included a number of treatments, they would have improved their response as well as the time management of the paper by describing three treatments in more depth with clear details of one or two studies that show how these treatments could be effective.

The response should have evaluated issue by issue rather than study by study as they have done. They should have started with, ethics as this was the named issue and given some examples from treatments that highlighted how the treatment might be considered ethical, and also why it might not be considered ethical. This would have enabled them to show analysis in their response. Reductionism and validity could be their other two issues as these were addressed in their response in a limited way.

Example Candidate Response – low

Examiner comments

6 a Stress is good if its not severe because stress help us to work more under pressure so we do it quickly. but too much stress can lead to heart diseases too. they can be manage by three process one is biochemical one ~~also~~ in which they are given medicine / drugs to control their stress level.

1 A treatment is identified.

other's FMRI in which they can see inside the brain through a scanner and detect the stress level. ~~the~~ ~~the~~ third is cognitive approach in which they make you imagine peaceful beautiful things so your stress level is controlled.

2 A basic description of imagery is given.
Mark for (a) = 1 out of 8

6 b. In biochemical one in which they are given drugs as SSRI so dopamine is realised and breakdown and serotinine is realised so in anxiety level decrease and stress level is control. ³ if it's not control, it can lead to diseases as ~~SHD~~ heart disease. By checking heart rate we can detect the stress level too. other technique is FMRI in which the patients's brain is seen through a scanner. ~~they~~ don't have to do surgery to look inside the brain they use scanner to look. they send some electro magnetic waves in brain which detect shake the hydrogen particle in brain ^{and} by ~~to~~ this we can see a picture of brain where there is stress and by blood flow too ~~to~~ ^{in brain} we can detect the stress level. ~~the~~ other technique used was the salivation one there was many participant send into a train and they were tightly packed. they were given strips which they chewed and give them to experimenter so they have there saliva sample. they test it and

3 A basic description of the effectiveness of a biochemical treatment for stress.

Example Candidate Response – low, continued

Examiner comments

Question Part

		<p>if the cholesterol level is high in saliva that mean there is stress. So Cholesterol level tells stress level. the last method is imagery method in which patient with stress were told to close their eyes and relax their muscles. muscles relaxation was detected by EMG and they were told to imagine all the positive things. this reduce the tension in the muscles and they could see stress level going down. By this they could control their stress level. this method has no ethical issues as it safe. the method in which they used fMRI that can cause damage to brain because still there is some parts of the brain unexpose so we don't know what harm magnetic radiation can cause to brain. In salivating process they were decessived about the experiment. In biochemical one patient might become non-adherent to treatment which can cause resistant and cause high level of stress level which can lead to death also. In salivation experiment participant were give stress so it could have cause any serious attack and could lead ^{have} harm a participant life which is not ethically right. there could be emotional linked when making them imagine which is also an ethical issues this can go opposite ways.</p>
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4 Basic explanation of how imagery could be useful to patients with stress.

5 A potential problem with a biochemical treatment is given in a basic way.
Mark for (b) = 2 out of 10

Total mark awarded = 3 out of 18

Question Part

		<p>instead of lowering stress level, stress level might increase. ^{Some} So thoughts can give you unpleasant effects too.</p>
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How the candidate could have improved their answer

(a) Two treatments were given in this response. The first treatment should have been extended with examples of drugs that a patient with high stress levels might take. This description could then be extended with a study showing the effectiveness of drug therapy. Secondly, imagery needed to be identified and a clear and detailed description of this treatment should have been given. The study by Bridge could then be described by the candidate.

(b) fMRI was not an appropriate treatment for stress and measures of saliva was a measure rather than a treatment. The evaluation points given (ethics and effectiveness) would have been better structured as two separate paragraphs. The candidate could have evaluated the ethics of both treatments given as well as discussing why it might be necessary to break some ethical guidelines in order to help the patient.

Common mistakes candidates made in this question

(a) A number of candidates gave very long descriptions of definitions and causes of stress which were not awarded marks. Some then described four or five different treatments. These were often just identified with a very brief description given for each treatment. These responses were considered to be limited. Details of the studies used were often absent with vague reference to findings and/or conclusions.

(b) Weaker responses took each separate treatment described in (a) in turn, and evaluated it for a few issues. Unfortunately this tended to mean that the evaluation lacked depth. A significant number of candidates did not answer the question and instead simply wrote more about treatments, causes or explanations which were not creditworthy. Many responses did not include any analysis and did not consider strengths and/or weaknesses of the issue, provide any counterargument or a comparison between the different stress management techniques in terms of the issue under discussion. Without this analysis, these answers could only achieve level 2 maximum.

Question 7

Example Candidate Response – high

Examiner comments

Question	Part	
		Psychology and Organisations
7	b)	The Minnesota satisfaction questionnaire is a self-report questionnaire it used to measure the satisfaction of work. It has 20 dimensions, for example; supervision, task variety, responsibility, potential, payment etc. An item is presented and the worker has to agree or disagree with the statement using a 5-point scale with the range very dissatisfied to very satisfied. It is a direct measurable approach.
7	c)	One similarity between the Minnesota satisfaction questionnaire and job descriptive index is that both of them are self-report questionnaires which are used to measure job satisfaction. One difference is that job descriptive index has 5 dimensions which are; payment, promotion, the job, supervision and coworkers, whereas the Minnesota satisfaction questionnaire has 20 dimensions which are; responsibility, potential, task variety, payment, etc.
7	a)	Involuntary job absenteeism is when the worker has no choice, but to take a day off and sit at home. One main reason for this could be illness.

- 1 Basic detail of what the questionnaire measures.
- 2 Topics measured in the questionnaire have been identified.
- 3 Clear detail of the scale used to measure satisfaction.
Mark for (b) = 3 out of 4
- 4 The candidate identifies an appropriate similarity.
- 5 Clear and detailed identification of a difference between the two questionnaires with examples given to support the point.
Mark for (c) = 4 out of 6
- 6 The candidate identifies a type of job absenteeism.
- 7 Description of the reason for a type of job absenteeism.
- 8 Example of involuntary job absenteeism.
Mark for (a) = 2 out of 2

**Total mark awarded =
9 out of 12**

How the candidate could have improved their answer

(b) The candidate should have given an example of one of the statements used in the Minnesota satisfaction questionnaire.

(c) To improve the strength the candidate could describe how the two self-reports are similar, as both collect quantitative data where the worker has a choice of more than two responses.

Example Candidate Response – middle

Examiner comments

Question	Part	
7	(a)	One type of job absenteeism may be due to low organisational commitment of a worker that they are not motivated to show up to work and do not feel themselves to be integrated with the organisation.
7	(b)	The Minnesota satisfaction questionnaire developed by Weiss et al is a questionnaire can be administered to workers in a wide range of jobs. It measures their satisfaction in a range of different categories such as; growth and security, interpersonal relationships, opportunities to use and develop skills, salary and pay conditions etc. It is a reliable form of measurement.
	(c)	The The Minnesota satisfaction questionnaire and job descriptive index are both used to measure employees satisfaction with their jobs. One similarity between them is that they both ask closed questions from their participants which collect object quantitative data that can be easily analysed and compared. Whereas, one difference between the two questionnaires is that the job descriptive index by Smith et al.

Mark for (a) = 0 out of 2

1 The candidate identifies what the questionnaire measures.

2 The candidate identifies the topics measured in the questionnaire.

Mark for (b) = 2 out of 4

3 The candidate identifies a similarity.

4 Details of the given similarity.

Question	Part	
		updated which allows the comparison of employees of the same level. The Minnesota questionnaire has no such distinctive feature rather it has two versions, a long one consisting of 100 items and a short one consisting of 20 items.

5 A difference is given of an indication of the comparison group for the job descriptive index.

Mark for (c) = 4 out of 6

Total mark awarded = 6 out of 12

How the candidate could have improved their answer

- (a) The candidate could have identified either voluntary or involuntary absenteeism and either described this or gave an example of either to improve their response. Alternatively, the candidate could have described one of the following: career enhancing absences, medical, normative absences or calculative absences.
- (b) The candidate should have used the titles used in the Minnesota questionnaire for each scale such as 'security'. The candidate could also have given an example of one of the statements as well as the scale used to measure satisfaction.
- (c) To improve the similarity, the candidate should have described how the quantitative data was collected or how the total scores were calculated in the two questionnaires. For the difference, the candidate could elaborate their response further by explaining the purpose of the comparison group.

Example Candidate Response – low

Examiner comments

* Psychology and Organisations

7 a) One type of job absenteeism is lower turnover of the workers.

They are not able to increase the overall turnover because of the lack of satisfaction with the job.

b) Minnesota Satisfaction questionnaire (MSQ) is used to measure job satisfaction. It is a type of qualitative data.

It consists of options such as satisfied, not satisfied, highly satisfied or highly dissatisfied.

Mark for (a) = 0 out of 2

Question	Part
	workers are asked to do this questionnaire individually. 1
c)	Another measure used for job satisfaction is the job development Index (JDI). JDI consists of questions about salary, relationship with the co workers and views about supervision. It is a useful measure because it does not require any complicated language therefore accessible to majority.
	one similarity between MSQ and JDI is that both are types of qualitative data and in the types of questionnaire one difference is that JDI takes account of salary while MSQ shows no concern with salary. 2

1 Basic indication of the scale used in the questionnaire. Mark for (b) = 1 out of 4

2 Both incorrect and not creditworthy. Mark for (c) = 0 out of 6

Total mark awarded = 1 out of 12

How the candidate could have improved their answer

- (a) The candidate could identify either voluntary or involuntary absenteeism and either describe this or give an example of either to improve their response. Alternatively the candidate could have described one of the following: career enhancing absences, medical, normative absences or calculative absences.
- (b) The candidate should have used the wording of the scale from the Minnesota satisfaction questionnaire which was a 5 point scale from 'very dissatisfied' to 'very satisfied'. In addition, this candidate could identify the topics covered and give an example of one of the statements used.
- (c) The first paragraph was just a description of the job descriptive index and not a comparison point. As the comparison points are incorrect, the candidate could have explained that the job descriptive index has 5 dimensions whereas the Minnesota satisfaction questionnaire has 20. For the similarity the candidate could have discussed how these two questionnaires could be useful to organisations in determining the satisfaction levels of their workers.

Common mistakes candidates made in this question

- (a) Many candidates described lack of motivation as a type of job absenteeism. While this could be a reason for absence it is not a type of absenteeism which is either voluntary, involuntary, career enhancing absences, medical, normative absences or calculative absences. A number of responses just identified or gave very brief details of the type of job absenteeism (e.g. illness) which achieved 1 mark.
- (b) Some responses were very brief and often stated that the Minnesota satisfaction questionnaire measured worker satisfaction. These responses did not give any specific details of the questionnaire.
- (c) Some candidates described another questionnaire rather than giving a comparison point. Weaker responses that did give a comparison point tended to be very brief with the point just identified rather than elaborated.

Question 8

Example Candidate Response – high

Examiner comments

8 a) The different types of motivators are intrinsic or extrinsic motivators. Intrinsic motivators come from the nature of the work itself for e.g. praise and recognition whereas extrinsic motivators are potential consequences of completing a job. An example of these may be bonuses, salaries, promotions etc. ¹ Different organizations offer different motivators for e.g. finance may have a huge amount of extrinsic ones while health and safety organizations may make an employee intrinsically motivated. ²

There are a number of reward systems that can be used in an organization. Pay systems based on performance or pay according to how many tasks an employee completes or how fast they are completed. ³ Bonus: Bonuses could be offered in addition to salaries and profit-sharing involves the company sharing a percentage of their profit with their employees which may increase an employee's organisational commitment. ⁴ However, a study on

¹ Clear definitions have been given with links to organisations.

² A good example has been given from different types of organisations.

³ This is a good example of pay systems given.

⁴ Here is a link to how profit-sharing might increase motivation.

Example Candidate Response – high, continued

Examiner comments

Question Part

bonuses → the effectiveness of bonuses in Chinese State Industries shows that bonuses accounted for more than half of the production in Chinese State Industries. ⁵ However, other studies have shown that organizations with higher pay inequalities result in more turnover and absenteeism for e.g. baseball teams with inequalities lose more games which means that the benefit to the highest paid may be overcome by the detriment to those who are paid less. Studies in the UK have found no significant association between pay systems and performance.

Some organizations may not be profit based which means they might use non-monetary systems like praise and respect. ⁶ These are different from rewards as they are not promised from the beginning. Praise and recognition may come from other people which could highly motivate workers. Achievement of difficult tasks or completion of tasks may make the employee feel empowered and motivated as well as strengthen the organization as a whole. ⁷ Rose found that over 70% of organisations in

⁵ Evidence has been given of bonuses.

⁶ The candidate identifies types of non-monetary rewards.

⁷ Here is a clear link to motivation of workers.

Example Candidate Response – high, continued

Examiner comments

Question Part

the UK use non-monetary systems especially those relying on consumer contract. ~~Read~~
 (a) Another finding is by Read who found that employees rated ~~praise~~ recognition as the most important factor in job satisfaction. **8**

b) These findings may be useful for organizations as they could find the most suitable systems to motivate their workers. Moreover, an understanding of intrinsic and extrinsic motivation could help individuals decide what they want to do for a living according to what motivates them. **9**

~~The~~ All these theories could be considered reductionist as they all only focus on one aspect of an employee's job which are as a result of motivation, i.e. what they get from their jobs and motivation might ~~not~~ be affected by a number of other factors such as the individual's personality traits, home environment, etc. **10**

If the individual-situational debate is to be considered, these findings focus on the situation as being the most important factor of a person's motivation for e.g. the

8 Brief reference to two pieces of evidence.
Mark for (a) = 7 out of 8

9 Reasonable evaluation with an example of how it might be applied in everyday life. Some analysis provided by considering the implications of motivators at work.

10 Evaluation of the named issue in the question with some elaboration.

Example Candidate Response – high, continued

Examiner comments

Question number	Write on both sides of the paper	Page
8b)	respect they get from other people or how much their job may rewards them etc. Moreover, different organizations ^{require different} have different motivators.	11
	There is not enough research on intrinsic and extrinsic motivators which means it would not be very suitable to rely on them unless experiments could be carried. However, as this is a theoretical concept it would be hard to use controls so these experiments could lack validity.	12
	These findings lie on the nature nurture side of the nature vs nurture debate as certain factors in the surrounding of the individuals like getting paid or being praised cause them to be motivated.	13
	*for e.g. someone working in a creative environment would be more motivated by praise and recognition rather than or salaries.	

11 Clear evaluation with an example.

12 Analysis given as the response shows that the candidate understands the implications of attempting to carry out a piece of research on organisations in a lab environment.

13 Correct point has been made regarding nurture. Mark for (b) = 7 out of 10

Total mark awarded = 14 out of 18

How the candidate could have improved their answer

- (a) The candidate should have given more details of how some of the motivators mentioned might improve motivation in a worker. The candidate did this on occasion in their response but they should have done it more frequently or given more details of two.
- (b) The candidate should have expanded each of their evaluation issues and possibly omitted the last point on nature vs nurture as this was the weakest in their response. They could have explained the implications of reductionism in more depth to provide further analysis in their answer.

Example Candidate Response – middle

Examiner comments

8 a Extrinsic Motivators are the appraisals or recognition a person can get because of the work they did. It can be quite highly motivating to be given a reward for your hard work. The rewards in extrinsic include a bonus or a day off or paid next vacation. They are the out worldly motivation of a person. **1**

~~Extrinsic~~ Intrinsic motivators are more on the self satisfaction side. Anything a person does should be able to keep them happy. **2** These can be explained as self-actualisation from Maslow's hierarchy of needs. When you are content with what you have done and accomplished. There are two ways to motivate employees at work, through monetary rewards and through non-monetary rewards. **3** Monetary rewards include pay, bonuses at the end of each goal completion, profit-sharing with employees when the organisation makes extra profit and performance related pay which would be given after a good performance in work was shown. The non-monetary rewards entail, recognition for the work that a person has done. Recognition of good work can be done through employee of

- 1** Extrinsic motivation is explained with some examples given.
- 2** Basic definition of intrinsic motivation.
- 3** The candidate identifies types of motivators.

Question Part

the month which is highly motivating. It can also be done through appraisals and empowerment. **4**

b) Extrinsic factors are very reductionist because not all employees get motivated through ~~non~~ monetary rewards. Intrinsic are also very reductionist because there are people looking for good pay over conditions. The conditions can be motivating but it's not a deciding factor. **5**

Extrinsic factors are ~~very~~ known to be the highest motivating factors when a person is looking for a job. ~~According~~ According to ERG theory, you can be motivated through just E and R even if you don't have G, because ~~you're~~ you're likely to find ~~of~~ cross all those things while you work. Maslow says has a hierarchy of needs which is quite strict but at some level, very imperfect, however, it is also very reductionist as Maslow doesn't consider any other factors other than ~~physiological~~ physiological, social, cognitive, aesthetic, self actualisation & and Transcendence. Vroom's VIE is also

- 4** Many examples have been given of monetary and non-monetary rewards. Mark for (a) = 4 out of 8
- 5** Limited evaluation point addressing the named issue of reductionism.
- 6** Some elaboration that suggests extrinsic 'factors' ignore ERG theory.
- 7** Basic evaluation of the named evaluation issue in the question. Mark for (b) = 3 out of 8

Total mark awarded = 7 out of 18

How the candidate could have improved their answer

(a) This candidate could have improved the answer by linking their definition of intrinsic motivation to organisation and giving some examples of what might cause this type of motivation (e.g. a desire to feel satisfied with one's work). In addition, the candidate could describe in more depth how the monetary and non-monetary rewards might lead to more motivation at work.

(b) The candidate should have addressed at least one more evaluation issue and ideally two. The candidate could consider individual differences as well as practical issues with motivating workers and the expense of monetary rewards. No analysis was provided so the candidate needed to consider whether the evaluation points raised cause any issues for organisations or if these issues were different for the different types of motivating factors described in part (a).

Example Candidate Response – low

Examiner comments

Question Part

8	a.	<p>Different psychologists have looked into how to keep your staff motivated. They have divided these studies into two types. first being Need Theories.</p> <p>Need theories begin with Maslow's Hierarchy which explain human needs into eight needs.</p> <p>The least in his hierarchy is Physiological needs which consist of basic necessities like food, water, shelter. Then comes our safety needs which are described as job security or life security e.g safe buildings. Then come love & belongingness needs, these are our needs for relationships with family, friends etc. then come our Esteem needs which are fulfilled by recognition & appreciation at work through reward systems. After that our cognitive needs which are is the need for knowledge & information</p> <p>Next up the hierarchy are our Aesthetic needs ie the need for beauty, then comes our self actualisation needs which is reaching one's full potential. & then then the best is transendence need, need to</p>
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Example Candidate Response – low, continued

Examiner comments

Question	Part
	<p>help others achieve self actualisation.</p> <p>There is another theory of Alderfer which is Existence needs, Relatedness needs & Growth needs. Alderfer summarised the work of Maslow into three needs. Existence being physiological needs & safety needs. Relatedness being social & esteem needs & then growth being self actualisation needs.</p> <p>Then we have McClelland's theory which says that needs differ for every individual. Some are motivated by Affiliation / some by Achievement and some are driven by Authority over others when others look up to them.</p> <p>These theories can be applied by extrinsic & intrinsic rewards such as bonuses, performance related pay, profit sharing. Intrinsic rewards are recognition of work & promotions - team working, social clubs or groups to achieve social needs etc.</p>

- 1 Basic link has been made to motivation.
- 2 Motivators have been identified.
- 3 Types of motivators used as an example.
- 4 The candidate correctly identifies intrinsic motivators.
- 5 Basic link to Maslow. Mark for (a) = 3 out of 8

Example Candidate Response – low, continued

Examiner comments

Question	Part
8	b.
	<p>Maslow theory describes our needs in a hierarchy which can make needs hard to interpret. This makes Alderfers work more accurate. Maslow also took a small sample of people he thought appeared to be on self actualisation which shows low generalisability. Alderfers work is not a strict hierarchy & shows that one stage or two stage can be achieved & a worker can still be motivated. 6</p> <p>e.g. a worker can receive a pay rise but there's no useent chance of getting a promotion this shows that ER is achieved but not G but the worker can still be pretty motivated. McClelland works also shows attribution personal attributes to decide what motivates one.</p> <p>People can be motivated by the need for achievement. These are the ones who like challenges & recognition at work. This shows as McClelland's work as also more reliable.</p>

6 Basic evaluation with some reference to generalisability. Mark for (b) = 1 out of 10

Example Candidate Response – low, continued

Examiner comments

Question	Part
	<p>These theories are followed with Cognitive theories which include Vroom expectancy theory. Equity theory which is about how fair equality keeps the workers motivated. Expectancy theory states three stages valence, Instrumentality & Expectancy.</p> <p>Valence is described as the value for the need. Instrumentality is the need belief in relationship of the effort and performance. Expectancy is the belief that the employees will get promised reward, this keeps the workers motivated for the task.</p>

Total mark awarded =
4 out of 18

How the candidate could have improved their answer

(a) The candidate should have given details of the three bullet points under the topic area of motivators at work. To gain more marks the candidate should have explained how the desire to achieve further up Maslow's hierarchy of needs could motivate an employee. The candidate could then give an example of how this might happen in an organisation.

(b) This candidate could have improved their response by omitting the descriptions of the further theories of motivation (e.g. Vroom) as this did not answer the question. The candidate should have begun with a paragraph on the named issue of reductionism and considered whether the theories and types of motivators described in part (a) were reductionist or not. The candidate then should have evaluated the application to everyday life of motivators at work and the issues faced by organisations when they try to motivate their staff.

Common mistakes candidates made in this question

(a) Many just focused on general definitions of intrinsic and extrinsic motivation with few, if any, examples from organisations. Often monetary and non-monetary rewards were listed in the responses rather than described in any depth or any elaboration given of how these rewards might lead to increased motivation.

(b) Candidate responses that were in the level 1 or level 2 mark band often made very brief points regarding a number of evaluation issues that did not include any explanation or justification of the points raised by the candidates. Some also included further descriptions of the motivators and/or theories of motivation at work which was not creditworthy for this question. Most responses did not include any analysis and did not consider strengths and/or weaknesses of the issue, provide any counterargument or a comparison between the different motivators in terms of the issue under discussion. Without this analysis, these answers could only achieve level 2 maximum.

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