



Cambridge International AS & A Level

PSYCHOLOGY**9990/42**

Paper 4 Specialist Options: Application and Research Methods

May/June 2025**1 hour 30 minutes**

You must answer on the enclosed answer booklet.

You will need: Answer booklet (enclosed)

INSTRUCTIONS

- Answer **five** questions in total:
 - Answer questions from **two** options.
 - Section A: answer **four** questions.
 - Section B: answer **one** question.
- Follow the instructions on the front cover of the answer booklet. If you need additional answer paper, ask the invigilator for a continuation booklet.

INFORMATION

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

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

2

Section A

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

Clinical Psychology

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

- 1 In the key study by Freeman et al. (2003) using virtual reality (VR) to investigate persecutory ideation, comments were made by the participants about the avatars.
- (a) Give **one** positive and **one** negative comment made by the participants about the avatars. [4]
 - (b) Suggest how the comments about avatars could be analysed. [2]
 - (c) Explain **one** strength and **one** weakness of collecting qualitative data in this study. [4]
- 2 Obsessive-compulsive disorder (OCD) can be measured using psychometric tests such as the Yale-Brown Obsessive-Compulsive Scale (Y-BOCS).
- (a) Outline the scale used to assess question items on the Y-BOCS. [2]
 - (b) Suggest **one** way that the reliability of the Y-BOCS could be tested. [2]
 - (c) Explain **one** strength and **one** weakness of using psychometric tests to measure OCD. [4]

Consumer Psychology

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

- 3 The key study by North et al. (2003) expected participants to spend more money in the classical music condition than in the pop music condition.
- (a) (i) State what was found about total spend across the three conditions of the independent variable. [2]
 - (ii) State what was found about spending on wine. [2]
 - (b) Suggest **one** way the effect of classical music on behaviour in a restaurant could be investigated, other than by spending money. [2]
 - (c) Give **two** reasons why generalisations **cannot** be made about musical style and restaurant customers' spending from one study. [4]
- 4
- (a) Explain what is meant by the term 'wayfinding' when in a shopping mall. [2]
 - (b) Suggest how wayfinding could be investigated, other than in a shopping mall. [2]
 - (c) Explain **two** strengths of conducting research on wayfinding in shopping malls. [4]

3

Health Psychology

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

- 5** From the key study by Yokley and Glenwick (1984) on improving medical adherence using community interventions:
- (a) Outline **two** dependent variables (dependent measures) recorded by Yokley and Glenwick. [4]
 - (b) Suggest **one** way that parents could receive information about the importance of inoculations for their children, other than by post or telephone. [2]
 - (c) Explain **two** strengths of gathering objective data on inoculation adherence. [4]
- 6**
- (a) Outline what is meant by a visual analogue scale to measure pain. [2]
 - (b) Suggest **one** way the validity of a visual analogue scale could be tested. [2]
 - (c) Explain **two** strengths of using a visual analogue scale to measure acute pain. [4]

Organisational Psychology

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

- 7** From the key study by Claypoole and Szalma (2019) on electronic performance monitoring:
- (a) (i) Outline **two** features of the sample used in this study. [2]
 - (ii) Outline how participants were recruited for this study. [2]
 - (b) Suggest the effect that an alternative location could have had on the results of this study. [2]
 - (c) Explain **two** strengths of the use of random allocation in this study. [4]
- 8**
- (a) Outline what is meant by the term ‘social loafing’, using an example from any organisation. [2]
 - (b) Suggest **one** way that social loafing can be reduced in a meeting in an organisation. [2]
 - (c) Explain **two** strengths of studying social loafing in a work environment. [4]

4

Section B

Answer **one** question from this section.

Clinical Psychology

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

Your plan must include details about:

- structured observation or unstructured observation
- type(s) of data. [10]

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

- (i) Describe this psychological knowledge. [4]

- (ii) Explain how you used **two** features of this psychological knowledge to plan your study. [4]

- (c) (i) Explain **one** reason for your choice of structured observation or unstructured observation. [2]

- (ii) Explain **one** weakness of your choice of structured observation or unstructured observation. [2]

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

Consumer Psychology

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

Your plan must include details about:

- interview format
- sampling technique. [10]

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

- (i) Describe this psychological knowledge. [4]

- (ii) Explain how you used **two** features of this psychological knowledge to plan your study. [4]

- (c) (i) Explain **one** reason for your choice of interview format. [2]

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

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

5

Health Psychology

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

Your plan must include details about:

- closed questions
- sampling technique.

[10]

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

(i) Describe this psychological knowledge. [4]

(ii) Explain how you used **two** features of this psychological knowledge to plan your study. [4]

(c) (i) Explain **one** reason for your choice of closed questions. [2]

(ii) Explain **one** weakness of your choice of closed questions. [2]

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

Organisational Psychology

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

Your plan must include details about:

- experimental design
- type of experiment.

[10]

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

(i) Describe this psychological knowledge. [4]

(ii) Explain how you used **two** features of this psychological knowledge to plan your experiment. [4]

(c) (i) Explain **one** reason for your choice of experimental design. [2]

(ii) Explain **one** weakness of your choice of experimental design. [2]

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

6

BLANK PAGE

7

BLANK PAGE

BLANK PAGE

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

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

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