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CAMBRIDGE
International Education

Cambridge International AS & A Level

PSYCHOLOGY **9990/43**

Paper 4 Specialist Options: Application and Research Methods **May/June 2026**

1 hour 30 minutes

2183497145

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.

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Section A

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

Clinical Psychology

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

1 From the key study by Oruč et al. (1997) on mood (affective) disorders:

(a) Describe the procedure of this study. [4]

(b) Suggest **one** way in which the validity of this study could be tested. [2]

(c) Explain **two** strengths of using biological measures to study the genetics of depression. [4]

2 **(a)** Outline the cognitive explanation of schizophrenia. [2]

(b) Suggest **one** method that could be used to investigate the cognitive explanation of schizophrenia. [2]

(c) Explain **two** weaknesses of the method you suggested in **2(b)** to investigate the cognitive explanation of schizophrenia. [4]

Consumer Psychology

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

3 The key study by Snyder and DeBono (1985) on consumer personality and advertising was an experiment with data gathered by telephone interview.

(a) Outline **two** ways in which the procedure of study three was standardised. [4]

(b) Suggest how a personality variable might affect advertising strategies, other than the variable of self-monitoring. [2]

(c) Explain **one** strength and **one** weakness of using a standardised procedure in study three. [4]

4 **(a)** Outline **one** way that people defend their space in a queue. [2]

(b) Suggest how an intruder might respond to a defensive action by a person in a queue. [2]

(c) Explain **one** strength and **one** weakness of using a face-to-face interview to investigate how people defend their space in a queue. [4]

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Health Psychology

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

5 From the key study by Savage and Armstrong (1990) on the effect of practitioner style on patient satisfaction:

(a) Outline **two** reasons why participants were excluded from the study. [4]

(b) Suggest **one** reason why participants were sent a second questionnaire one week after completing the first questionnaire. [2]

(c) Explain **two** strengths of excluding some participants from studies on patient satisfaction. [4]

6 **(a)** Outline the second phase of stress inoculation training. [2]

(b) Suggest **one** closed question that could be asked to test the effectiveness of stress inoculation training. [2]

(c) Explain **one** strength and **one** weakness of stress inoculation training. [4]

Organisational Psychology

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

7 From the key study by Cuadrado et al. (2008) on women's access to managerial positions:

(a) Describe how the supervisor's leadership capacity was measured. [4]

(b) Suggest **one** way that the supervisor's leadership capacity could be investigated, other than the measure you described in **7(a)**. [2]

(c) Explain **two** strengths of using quantitative data to assess the supervisor's leadership capacity. [4]

8 **(a)** Outline **one** way in which rapid rotation shiftwork can be organised. [2]

(b) Suggest **one** way in which the design of work can be organised, other than shiftwork. [2]

(c) Explain **one** strength and **one** weakness of a 'rapid rotation' design of work. [4]

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Section B

Answer **one** question from this section.

Clinical Psychology

9 **(a)** Plan an **experiment** to investigate gender differences in the words used to attribute mental states to virtual reality avatars.

Your plan must include details about:

- type of data
- dependent variable. [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 type of data. [2]

(ii) Explain **one** weakness with your choice of type of data. [2]

(iii) Explain **one** reason for your choice of dependent variable. [2]

Consumer Psychology

10 **(a)** Plan a study using a **naturalistic observation** to investigate personal space distances between people of different ages queueing to buy a bus ticket.

Your plan must include details about:

- behavioural categories
- analysis 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 behavioural categories. [2]

(ii) Explain **one** weakness with your choice of behavioural categories. [2]

(iii) Explain **one** reason for the way you chose to analyse your data. [2]

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Health Psychology

11 **(a)** Plan a study using **closed questions** to investigate which diagnostic features of Munchausen syndrome are most common.

Your plan must include details about:

- sample of participants
- descriptive statistics. [10]

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

(i) Describe this psychological knowledge. [4]

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

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

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

(iii) Explain **one** reason for your choice of descriptive statistics. [2]

Organisational Psychology

12 **(a)** Plan a study using a **structured interview** to investigate which type of accident due to human error is most common in a shoe factory.

Your plan must include details about:

- sampling technique
- interview 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 sampling technique. [2]

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

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

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