



Cambridge International AS & A Level

PSYCHOLOGY

9990/42

Paper 4 Specialist Options: Application and Research Methods

February/March 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.

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) Outline the sample of participants used in this study. [4]
 - (b) Suggest **one** reason why a control group of participants was used in this study. [2]
 - (c) Explain **two** strengths of the sample used in this study, other than the use of a control group. [4]
- 2
 - (a) State **two** diagnostic criteria of gambling disorder. [2]
 - (b) Suggest **one** way in which gambling disorder could be measured, other than by self-report. Your answer **must** be ethical. [2]
 - (c) Explain **two** weaknesses of using a self-report to measure gambling disorder. [4]

Consumer Psychology

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

- 3 From the key study by Hall et al. (2010) on choice blindness for food items:
 - (a)
 - (i) Identify **two** ways in which deception was used in this study. [2]
 - (ii) Explain why each of these deceptions was necessary. [2]
 - (b) Suggest **one** effect on the results if deception had **not** been used in this study. [2]
 - (c) Explain **one** strength and **one** weakness of the use of field experiments to investigate choice blindness. [4]
- 4
 - (a) Outline **two** ways in which a gift can be wrapped. [2]
 - (b) Suggest how an unstructured observation can be used to investigate gift-wrapping behaviour. [2]
 - (c) Explain **two** strengths of using different features of observation to measure gift-wrapping behaviour. [4]

Health Psychology

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

- 5 From the key study by Brudvik et al. on pain assessments by doctors, parents and children:
- (a) Outline **two** conclusions from the study that add to the understanding of children's pain. [4]
 - (b) Suggest **one** way pain in children could be measured without using self-report pain rating scales. [2]
 - (c) Explain **two** weaknesses of conducting research on pain using children as participants. [4]
- 6 Malingering and Munchausen syndrome are both explanations of the misuse of health services.
- (a) Explain what is meant by the term 'malingering'. [2]
 - (b) Suggest **one** way in which malingering could be identified by a doctor. [2]
 - (c) Explain **two** strengths of using case studies to research Munchausen syndrome. [4]

Organisational Psychology

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

- 7 From the key study by Swat (1997) on monitoring accidents and risk events:
- (a) Outline **two** causes of accidents identified by Swat. [4]
 - (b) Suggest **one** reason why all accidents are **not** reported. [2]
 - (c) Explain **one** reason why generalisations can be made from this study and **one** reason why generalisations **cannot** be made from this study. [4]
- 8
- (a) Outline what is meant by a 'profit-sharing' type of reward system. [2]
 - (b) Suggest how the effectiveness of a profit-sharing reward system could be measured using a questionnaire with closed questions. [2]
 - (c) Explain **one** strength and **one** weakness of a 'profit-sharing' type of reward system. [4]

Section B

Answer **one** question from this section.

Clinical Psychology

- 9 (a) Plan a study using an online questionnaire to investigate whether rational emotive behaviour therapy (REBT) is effective as a treatment for depression.

Your plan must include details about:

- question scoring/interpretation
- ethical guidelines. [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 question scoring/interpretation. [2]

(ii) Explain **one** weakness of your choice of question scoring/interpretation. [2]

(iii) Explain **one** reason for your choice of an ethical guideline that you followed. [2]

Consumer Psychology

- 10 Point of purchase decisions include multiple unit pricing and suggestive selling.

- (a) Plan an experiment to investigate the effectiveness of suggestive selling on purchases from a supermarket.

Your plan must include details about:

- controls
- directional or non-directional hypothesis. [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 controls. [2]

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

(iii) Explain **one** reason for your choice of directional or non-directional hypothesis. [2]

Health Psychology

- 11 (a)** Plan a study using an experiment to investigate whether biochemical treatments are more effective than stimulation therapy/TENS for chronic pain.

Your plan must include details about:

- experimental design
- ethical guidelines. [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 experimental design. [2]

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

(iii) Explain **one** reason for your choice of an ethical guideline that you followed. [2]

Organisational Psychology

- 12** McClelland proposed an achievement motivation theory with different types of need: achievement, affiliation and power.

- (a)** Plan a study using a questionnaire to investigate which type of McClelland's needs is **most** common in teachers who teach 16–18-year-old students.

Your plan must include details about:

- sampling technique
- 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 sampling technique. [2]

(ii) Explain **one** weakness of your choice of sampling technique. [2]

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

BLANK PAGE

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.