

Commentary on candidate 1 evidence

Skills	Commentary	Marks awarded
A	The candidate has clearly defined the topic and described associated behaviour, but they have not outlined why conformity is of psychological importance.	1/2
B and G	Detailed and accurate information has been drawn from two studies, and accurate links made between psychological concepts/theories and this research evidence (e.g. the Jenness study and informational social influence). More detail about these links could have been made for full marks to be awarded. 1 mark was awarded for the use of accurate terminology and the provision of basic references.	7/9
C	The aim was clearly described and was relevant to the topic and background research.	1/1
D	The hypothesis provided is clearly connected to the topic of conformity and the stated aim, but lacks clarity of expression.	1/2
E	<u>Method</u> The candidate has identified that a laboratory experiment has been used, and some description of the method provided (specially designed environment where variables can easily be controlled) (1 mark). Three strengths have been given, any of which would have gained a mark (1 mark), as have two valid weaknesses (1 mark) but the justification is not valid. 3 marks <u>Sampling</u> The candidate has identified that the sampling method will be opportunity, with some description (people who are readily available (1 mark). No justification has been given, and the suitability of the choice is a reiteration of the description. 1 mark has been awarded here. <u>Variables</u> Two appropriate variables (independent and dependent) have been described, but there is no mention of extraneous variables. 2 marks.	6/12
F	The study is unethical, as it involves participants hearing the estimates of others on the ages of celebrities after they have made their first estimate. This may impact on the self-esteem of participants, should their estimates vary from those of 'others'.	0/4

Total marks 16/30

Commentary on candidate 2 evidence

Skills	Commentary	Marks awarded
A	The candidate has clearly defined the topic and described associated behaviour, and has also outlined why this area is of psychological importance.	2/2
B and G	Detailed and accurate information has been drawn from two studies, and accurate links made between psychological concepts/theories and this research evidence (e.g. the results of the Hess study and pupil dilation). The Stass and Willis study could have been explained more clearly for full marks to be awarded. 1 mark was awarded for the use of accurate terminology and the provision of basic references.	8/9
C	The aim was clearly described and relevant to the topic and background research.	1/1
D	The hypothesis provided is clearly connected to the topic of conformity and the stated aim, and is clearly expressed.	2/2
E	<u>Method</u> The candidate has described a suitable research method for their study, and has explained a potential strength and weakness of this method. A justification of the choice of method has also been given (makes it easy to establish the relationship between pupil dilation and visual attraction). 4 marks were awarded here. <u>Sampling</u> The candidate has described that the planned sampling technique is opportunity. This description also includes a justification ('most convenient of all the methods'). Information about the suitability of the chosen sampling method has also been provided ('...teachers...as they were all available during school hours'). 3 marks have been awarded for sampling. <u>Variables</u> The dependent variable has been accurately described, as has an appropriate extraneous variable. However, the independent variable was the retouching of the photographs, not pupil dilation, as described by the candidate. 2 marks were awarded here.	9/12
F	The study is ethical, and the candidate provides detailed and accurate information about four (at least two required for full marks) ethical issues that are relevant to their own study .	4/4

Total marks 26/30

Commentary on candidate 3 evidence

Skills	Commentary	Marks awarded
A	The candidate has outlined why this area of study is of psychological importance, but has not clearly defined nor sufficiently described the topic.	1/2
B and G	Basic information is drawn from two research studies (Wiseman, and Brigham and Woman's hospital). Basic links between psychological concepts/theories and research evidence was provided (e.g. the role of melatonin in sleep deprivation), however more detailed and accurate links could have been provided for full marks to be awarded. 1 mark was awarded for the use of accurate terminology and the provision of basic references.	6/9
C	The aim was clearly described and relevant to the topic and background research.	1/1
D	Full marks were awarded as the hypothesis is accurate, clearly relevant to the aim of the study and clearly expressed.	2/2
E	<u>Method</u> The candidate has identified that a questionnaire has been used in a field experiment, and some description of the method provided (it takes place in a natural environment) (1 mark). However, no strengths or weaknesses of the method chosen have been provided, nor a justification for this choice. 1 mark was awarded here. <u>Sampling</u> The candidate has identified that the sampling method will be random, which is inaccurate, and no description has been provided. Some justification for the sampling decision has been given (to eliminate bias); however, no information about the suitability for the chosen sampling method has been provided. 1 mark has been awarded here. <u>Variables</u> Three appropriate variables (independent, dependent and extraneous) have been described for 3 marks.	5/12
F	The study is ethical, and the candidate provides detailed and accurate information about four (at least two required for full marks) ethical issues that are relevant to their own study .	4/4

Total marks 19/30