

Past-paper walk-through

Operant Conditioning ■ 3.8

eXercise

Questions in this set

- 2023 Set 1 Q2 ■ 7 marks

Reading the mark scheme

- **B1** a mark that stands on its own – the point is either made or not.
- **M1** a *method* mark: the right approach, even if the number is wrong.
- **A1** an *answer* mark, and it usually needs its M mark first.
- **C1** a working mark on the way to the answer.
- **//** separates answers the examiner accepts equally.
- **ecf** = error carried forward: a later part is marked on your own earlier answer.
- **owtte** = “or words to that effect” – the wording need not match.

Question 2

2023 Set 1 ■ Q2 ■ 7 marks

Research Design. Michael is the regional manager for a car company and needs to give a presentation to the president of the company about how different management styles might relate to the total number of sales of the company's new electric car. He hires an industrial/organizational psychologist to study three stores, each in a different city. Each store's manager has their own distinct management style: ■ In Store A, the manager has a supportive style (open and warm). ■ In Store B, the manager has a strict style (rigid and severe). ■ In Store C, the manager, who is Michael's good friend, has a distant style (permissive and disengaged). The number of electric cars sold at each store over a five-month period is shown in the table.

ELECTRIC CARS SOLD BY STORE	Month	Store A (supportive style)	Store B (strict style)	Store C (distant style)
January				
February				
March				
April				
May				

■ Explain why this study is not a true experiment. ■ Identify the implied dependent variable for the study if the study

Question 2

had been a true experiment. ■ Calculate the mean of Store B's sales. ■ Explain why the location of the store is a confounding variable in this study. ■ Explain how the halo effect could influence Michael's interpretation of the findings. ■ Explain why the hiring of an industrial/organizational psychologist was appropriate for this study. ■ Explain how Michael could use positive reinforcement to help him finish his presentation by the deadline.

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Solution 2

- Research Design, 7 points. Points — Identify the implied dependent variable for the study if the study had been a true experiment. — Response must indicate that the number of cars sold would be the dependent variable. | Explain how the halo effect could influence Michael's interpretation of the findings. — Response must indicate that Michael's previous positive perception of Store C's manager will cause him to think more positively toward Store C's sales data than he otherwise would. | Explain how Michael could use positive reinforcement to help him finish his presentation by the deadline. — Response must indicate Michael could reward himself with something that he likes each time he works on his presentation to make it more likely that he will keep working.

Solution 2

- General notes: spelling and grammar do not reduce a score; a definition alone does not earn a point, the concept must be applied to the scenario.