

# G541 INVESTIGATIONS PAPER

Contextualising Answers



## Researchers conducted an investigation about dreaming using a self-report.....

- b) Outline *one* strength and *one* weakness of the closed question you have identified (6)
- One strength of this closed question is that it would be easy to analyse and categorise. For example the psychologist could gather quantitative data by counting up all the responses to 'never' appearing in your own dreams, and compare this with responses to 'sometimes' or 'always'.
- One weakness of the closed question is that the available choices are vague and it does not distinguish accurately between responses. Someone may appear in their dreams every couple of weeks or someone may appear every few days and both would put 'sometimes'. Also it can't register whether they appear in the whole dream or just part of it. In this way it is very limited.

# Researchers want to conduct an observation study of shopping behaviour at a large local supermarket

- a) Outline *one* strength and *one* weakness of using an observation for this investigation.

One strength of an observation is that as you are observing natural behaviour in a everyday setting it has high ecological validity.....

One weakness of an observation is that data collection may be unreliable.....