



Cambridge International AS & A Level

PSYCHOLOGY

9990/43

Paper 4 Specialist Options: Application and Research Methods

May/June 2026

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) 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]

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]

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]

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]

PapaCambridge
papacambridge.com

PapaC
papacambri

PapaCambridge
papacambridge.com

PapaCambridge
papacambridge.com

PapaCambridge

PapaCambridge
papacambridge.com

PapaC
papacambri

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 (Cambridge University Press & Assessment) 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 our 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 International Education is the name of our awarding body and a part of Cambridge University Press & Assessment, which is a department of the University of Cambridge.