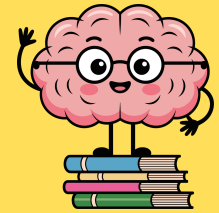


Assessment Objectives

To succeed in your psychology exams, you must demonstrate three essential skills, referred to as **assessment objectives**. While this may sound like boring “examiner jargon,” understanding these skills and knowing how to clearly demonstrate them will be essential for success.

A01

Demonstrate a **knowledge and understanding** of scientific ideas, processes, techniques and procedures.



A02

Apply **knowledge and understanding** of scientific ideas, processes, techniques and procedures.

A03

Analyse, interpret and evaluate a range of scientific information, ideas and evidence.



In order to exemplify the use of these skills, we are going to put aside psychological knowledge and topics temporarily and use these three jackets below. You should be able to see how these three assessment objectives differ and how you should deploy them when answering exam questions.

A



ArcticShield Winter Parka
£129.99

Stay warm in extreme cold with our ArcticShield Winter Parka. Made with water-resistant polyester it features a thick insulated lining, adjustable faux fur-trimmed hood, fleece-lined pockets, and ribbed cuffs. Ideal for harsh winter weather.

B



UrbanStyle Quilted Jacket
£79.99

Perfect for autumn days, the **UrbanStyle Quilted Jacket** is sleek and versatile. Made from a lightweight padded fabric, it features a stand-up collar, zip front, and two zippered pockets. Stylish and comfortable.

C



BreezeLite Summer Jacket
£59.99

Stay cool and **stylish** with our **BreezeLite Summer Jacket**. Made from breathable cotton, it has a relaxed fit and features a zip front, adjustable waist, and handy side pockets. Perfect for warm, sunny days.

A01

- Let's begin with **A01**. This is the most basic skill, one you are likely familiar with from your GCSE studies and earlier education. You need to learn and memorise

essential information, then explain or describe it clearly and with conceptual depth. This skill can be enhanced by studying and revising material efficiently, as well as by practicing the recall of this information on a regular basis.

You will know when **A01** is required as exam questions will start with words such as:

DESCRIBE, EXPLAIN, STATE, IDENTIFY

Lets demonstrate how this skill works with reference to the the three jackets on the previous page.

(a) State one feature of Jacket A [1]

Jacket A has a faux-fur lined hood.



(b) Describe the features of Jacket A [3]

Jacket A is a parka style winter jacket suitable for cold weather. It is made from water resistant polyester with a thick insulated lining and faux-fur trimmed hood. It has fleece lined pockets with ribbed cuffs. The jacket is black in colour and costs £129.99.

(c) Explain how Jacket A retains warmth. [4]

Jacket A retains warmth as it has a thick insulated lining that protects the wearer from cold, windy conditions. It has a faux-fur lined hood that will help to keep the head and neck warm. It also has fleece lined pockets that are designed to keep hands warm.

As demonstrated, **A01** focuses on the precise recall of information. Command words such as **state** or **identify** usually require a simple, short factual answer. **Describe** and **explain** command words require more detail and depth. You should **take note of the marks allocated for each question** in order to guide you towards the appropriate length of your response.

A01

(a) State one feature of Jacket B. [1]



(b) Describe the features of Jacket B. [3]

A02

A02 is a more sophisticated skill than **A01** and is absolutely crucial for success in the research methods units covered by this book. This skill requires you to **use and apply** your **A01** knowledge to unseen scenarios, statements, or research contexts. This skill cannot be developed by simply committing material to memory; it must be developed by attempting application questions from past papers or books like this one.

Here is a demonstration of this skill using **Jacket B** -

Alex is commuting to college on a cool autumn morning. The weather is dry but slightly chilly, with temperatures around 12°C. He will be walking to the bus stop, sitting on public transport, and then spending time indoors moving between lessons.

(a) Explain why Jacket B would be the most appropriate choice for Alex. [4]

Jacket B is the perfect choice for Alex, as it offers a lightweight design while still providing warmth. Given that the weather during Alex's commute is a bit chilly, he requires the insulation of padded fabric without excessive bulk. As Alex will be moving between lessons indoors, this lighter and more flexible jacket is an ideal option.

A02

In the example on the previous page, pay attention to the specific references made to elements within the scenario (highlighted areas in both the scenario and the response). These references illustrate your ability to **apply knowledge**—showing the examiner that you are utilising your understanding of Jacket B to address the scenario's unique context. When it comes to research methods, you'll need to apply your understanding of different concepts, methods, and evaluation points to new research scenarios. The Exam Skills sections at the end of each chapter will assist you in developing this skill. Try your hand at some application below:

Jamie is heading out for an evening walk along the seafront in late spring. The day has been warm, but there's a light breeze as the sun starts to set. Jamie wants something to wear that will offer a bit of protection from the wind without feeling heavy or restrictive.



(a) Explain why Jacket C would be the most appropriate choice for Jamie. [4]

As you get more familiar with the format of exam questions, you should start to look out for certain language in the wording of questions that indicates the need for **A02** application. Have a look at the questions below - the highlighted sections indicate the need for application:

Explain how the psychologist might have collected her snowball sample of 16 participants **in this research**. [4]

State the strength and direction of the correlation displayed **in this research**. [2]

Describe how one confounding variable could have affected the results **for the above study**. [4]

The mean score was calculated and recorded in the table below. **Using the data**, draw and label a bar chart to show the results **of this study**. [5]

A03

A03 is also a more advanced skill than **A01**. This skill requires you to demonstrate the ability to **analyse and evaluate** all aspects of psychological research. In many instances, this requires you to identify **strengths and limitations** and explain **how and why** these strengths and limitations impact on research. **A03** can also be illustrated by **comparing** and discussing the relative strengths and weaknesses of various research methodologies.

When answering shorter research methods evaluation questions you should make sure and include the following aspects:

WHAT

is the
strength/limitation/issue?

WHY

is it a
strength/limitation/issue?

LINK

to the research context

Lets see how this works with Jacket C:

Sophie is travelling to a city on a warm summer afternoon. The temperature is around 22°C, and she plans to spend most of the day walking between shops, cafés, and outdoor attractions. She chooses to wear the lightweight summer jacket because she wants something comfortable that won't make her overheat.



(a) Explain one advantage of Sophie's choice of jacket for this scenario. [3]

One advantage of using Jacket C in this scenario is that Sophie will not get too hot. Due to the high temperature and the fact that Sophie will be doing a lot of walking, Jacket C's lightweight and breathable material will prevent her from getting too hot. Remaining cool will stop Sophie from getting sweaty and uncomfortable.

As you can see in this example, the strength is clearly identified and explained with reference to the scenario. The last line is important as it explains exactly what the advantage of staying cooler is. If you fail to explain why a certain feature is a strength/limitation, then you risk dropping marks in the exam.

Look out for the following command words which indicate the need for **A03**:

EVALUATE, ASSESS, ANALYSE, STRENGTHS,

WEAKNESSES, ADVANTAGES, DISADVANTAGES

A03



A03 can also be developed through comparison questions like this:

Jordan is travelling to a city for a weekend in early autumn. During the day, the weather is mild, but temperatures drop in the evening and there is a chance of light rain. Jordan is deciding between wearing the quilted jacket or the lightweight summer jacket.

(a) Compare and contrast the strengths and weaknesses of Jacket B and Jacket C. [4]

An advantage of Jacket B is that it is waterproof and padded, so it will provide more protection from the rain in comparison to Jacket C, which is not made of waterproof material. Jacket C has the advantage of being more lightweight and suitable for a busy weekend. It is also more appropriate for wearing out to socialise in the evenings. Jacket B may be too warm and bulky, causing Jordan to feel too hot and uncomfortable at times.

PEEL

Some evaluation questions require a more extended essay style of writing. For these questions you should adopt the PEEL structure in order to ensure your evaluation is developed and focused.

Point - State your evaluation point.

Explain - Explain your point in further detail.

Example - Include examples or references from the scenario to illustrate your explanation.

Link - Link back to the question by stating why your evaluation point is a strength / weakness.

P - Jacket B has the advantage of pockets that zip shut.

E - Both of the side pockets have zips that allow the pockets to close safely, keeping any personal belongings and valuables safe and reducing the risk of losing anything.

E - For example, phones, wallets, keys, and cards can all be zipped away safely and securely.

L - This is a strength because losing a valuable item such as a phone would be expensive and time-consuming to replace.



A03



Have a go at some **A03** by answering the two questions below:

Liam is travelling to school on a cold winter morning. The temperature is close to freezing, it is windy, and there is light rain. He will be outside for around 20 minutes walking to and from public transport.

(a) Explain one advantage of Liam's choice of jacket for this scenario. [3]



Emma is visiting a city in late autumn. She will spend time outdoors sightseeing but will also be going inside shops, cafés, and museums. The weather is cool but not freezing.

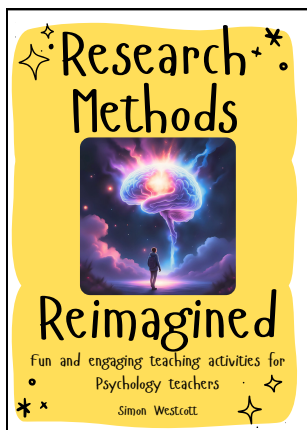
(a) Compare and contrast the strengths and weaknesses of Jacket A and Jacket B. [4]



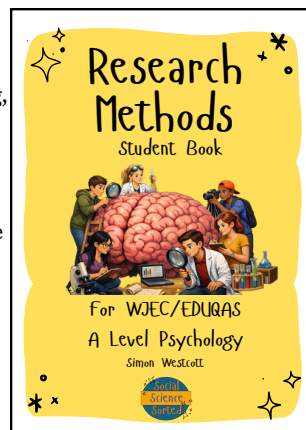


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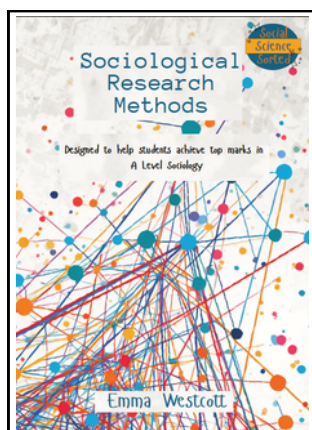


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