

PSYCHOLOGY

SECTION II

Time—50 minutes

Percent of total score— $33\frac{1}{3}$

Directions: You have 50 minutes to answer BOTH of the following questions. It is not enough to answer a question by merely listing facts. You should present a cogent argument based on your critical analysis of the questions posed, using appropriate psychological terminology.

1. Psychological research methodologies and statistics are characterized by strengths and weaknesses in investigating behavior. Each method or statistic is best suited for certain research questions. For each pair below, describe a condition under which one is more appropriate than the other.

- Mean, median
- Descriptive statistics, inferential statistics
- Longitudinal study, cross-sectional study
- Single-blind technique, double-blind technique
- Random assignment, random selection
- Survey, case study
- Correlational study, experiment

ADDITIONAL ANSWER PAGE FOR QUESTION 1

Question 1 is reprinted for your convenience.

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