

Content Analysis – Questions by Topic

Q1.

A psychologist is investigating causes of offending. She interviews offenders who are in prison for violent crime. She asks them to describe their family and early childhood, recording everything that they say. She also looks at information in the offenders' court and prison reports.

- (a) Referring to this investigation, explain the difference between primary and secondary data.

(4)

- (b) Explain how the psychologist could continue her investigation by carrying out thematic analysis of the interview recordings.

(2)

(Total 6 marks)

Q2.

A researcher used content analysis to investigate how the behaviour of young children changed when they started day care.

He identified a group of nine-month-old children who were about to start day care.

He asked the mother of each child to keep a diary recording her child's behaviour every day for two weeks before and for two weeks after the child started day care.

- (a) Explain how the researcher could have used content analysis to analyse what the mothers had written in their diaries.

(4)

- (b) Explain **one or more** possible limitations of this investigation.

(4)

(Total 8 marks)

Q3.

Read the text below and answer following questions.

A psychologist was interested in looking at the effects of a restricted diet on psychological functioning. A group of 20 healthy, young adult volunteers agreed to spend four weeks in a research unit. They were kept warm and comfortable but given only water and small amounts of plain food. They were able to socialise with one another and watch television, but they had to keep to strict, set mealtimes and were not allowed to eat anything between meals. The psychologist carried out various tests of emotional and cognitive functioning during this four-week period. One area of interest for the psychologist was the effect of the dietary restriction on the perception of food. He tested this by asking the volunteers to draw pictures of food at the end of each week. When all the drawings had been completed, the psychologist used content analysis to analyse them.

- (a) What is meant by the term *content analysis*?

(1)

- (b) Explain how the psychologist might have carried out content analysis to analyse these drawings.

(3)

- (c) The psychologist needed to be sure that his participants understood the nature of the study so that they were able to give informed consent.

Write a consent form which would be suitable for this study. Make sure there is sufficient information about the study for the participants to make an informed decision.

(5)

(Total 9 marks)