



KENYATTA UNIVERSITY

UNIVERSITY EXAMINATIONS 2020/2021

FIRST SEMESTER EXAMINATION FOR THE DEGREE OF BACHELOR OF ARTS

APS 410: EXPERIMENTAL PSYCHOLOGY

DATE: Tuesday, 18th May 2021

TIME: 8.00a.m-10.00am

INSTRUCTIONS:

Answer Question ONE and any other TWO questions

Compulsory (30 Marks)

1. a) Giving relevant examples, define the following terms:
 - i) Randomization (2 Marks)
 - ii) Confounding (2 Marks)
 - iii) Operationalization (2 Marks)
- b) Using examples, describe two characteristics of a good hypothesis. (4 Marks)
- c) Describe the difference between likert scale and semantic scale. (4 Marks)
- d) Describe a situation where it is appropriate to use the median rather than mean as a measure of central tendency. (4 Marks)
- e) A hungry man is an angry man so goes the saying. Design an experiment to test the statement. (12 Marks)

ANSWER ANY TWO QUESTIONS

2. a) A polygraph test is a test that seeks to determine if someone is lying by measuring blood pressure, heart beat and skin conductivity.
 - i) What would be the null and alternative hypothesis for the test. (4 Marks)
 - ii) Explain the type one and type two errors that can emanate from such test. (8 Marks)

INVOLVEMENT IN ANY EXAMINATION IRREGULARITY SHALL LEAD TO DISCONTINUATION

- iii) Discuss two consequences that can arise when the errors are committed.
(8 Marks)
3. a) Develop a scale to measure examination phobia among university students.
(10 Marks)
- b) Discuss two ways in which you can ensure the reliability of the scale that you have developed.
(10 Marks)
4. a) Suppose you have been contracted as a psychologist to come up with an intervention to encourage people to wear masks and wash hands at the work place.
- i) Describe an intervention that you would suggest for the organization.
(4 Marks)
- b) Discuss four factors that can confound the effectiveness of your intervention.
(16 Marks)
5. a) Using deductive reasoning, develop a hypothesis based on BF skinner's theory.
(10 Marks)
- b) Using inductive reasoning, explain how one would arrive at a hypothesis that states:
"Kenyan men are not romantic".
(10 Marks)

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