

LAIKIPIA



UNIVERSITY

UNIVERSITY EXAMINATIONS

1ST SEMESTER 2025/2026 ACADEMIC YEAR

**THIRD YEAR EXAMINATIONS FOR THE DEGREE
OF BACHELOR OF ARTS IN PSYCHOLOGY**

PSYC 313: EXPERIMENTAL PSYCHOLOGY

STREAM: R

TIME: 2 HRS

DAY: WEDNESDAY (8.30-10.30AM)

DATE: 28/01/2026

THIS QUESTION PAPER CONSISTS OF THREE (3 PAGES)

PLEASE DO NOT OPEN UNTIL THE INVIGILATOR SAYS SO.

INSTRUCTIONS:**Answer Question ONE and any Other Two****QUESTION ONE (30 Marks)**

- a). Evaluate the significance of the following concepts as used in experimental psychology
- i. Experimental psychological research. **(5 Marks)**
 - ii. Behavior shaping and modification **(5 Marks)**
 - iii. Scientific method **(5 Marks)**
 - iv. Research problem **(5 Marks)**
- b). Differentiate between the following pair of terms as applied in experimental psychology
- i. Behavior learning and behaviour extinction **(5 Marks)**
 - ii. Research method and research design **(5 Marks)**

SECTION B: ANSWER ANY TWO QUESTIONS**QUESTION TWO (20 Marks)**

- a) A child receives praise every time they complete their homework. Over time, they begin doing homework without reminders. Which operant conditioning principle is at work, and how does it relate to stimulus reinforcement? **(10 marks)**
- b) How does operant conditioning differ from classical conditioning in terms of the role of voluntary behavior and reinforcement? **(10 marks)**

QUESTION THREE (20 Marks)

- a) What factors should guide a researcher's choice between using a questionnaire and a focus group discussion guide when studying behavior? **(10 marks)**
- b) In what ways can photography, audio, and video recordings enhance the depth and accuracy of qualitative data collection? **(10 marks)**

QUESTION FOUR (20 Marks)

- a) Investigate the essential components of a well-structured experimental research activity? **(10 marks)**
- b) Explain four characteristics of experimental research in psychology. **(10 marks)**

QUESTION FIVE (20 Marks)

- a) Develop five considerations a counsellor should keep in mind when helping a client prepare to give informed consent? **(10 Marks)**
- b) Formulate five important considerations a counsellor should make before disclosure client's information with third parties. **(10 Marks)**