

**Wednesday 22 May 2013 – Morning**

**GCSE SOCIOLOGY**

**B673/01** Applying Sociological Research Techniques

Candidates answer on the Question Paper.

**OCR supplied materials:**

- Pre-release material (inserted)

**Other materials required:**

None

**Duration: 1 hour**



Candidate forename		Candidate surname	
-----------------------	--	----------------------	--

Centre number						Candidate number				
---------------	--	--	--	--	--	------------------	--	--	--	--

**INSTRUCTIONS TO CANDIDATES**

- The Insert (pre-release material) will be found in the centre of this document.
- Write your name, centre number and candidate number in the boxes above. Please write clearly and in capital letters.
- Use black ink. HB pencil may be used for graphs and diagrams only.
- Answer **all** the questions in sections A, B and C.
- Read each question carefully. Make sure you know what you have to do before starting your answer.
- Write your answer to each question in the space provided. If additional space is required, you should use the lined pages at the end of this booklet. The question number(s) must be clearly shown.
- Do **not** write in the bar codes.

**INFORMATION FOR CANDIDATES**

- The number of marks is given in brackets [ ] at the end of each question or part question.
- The total number of marks for this paper is **60**.
- You will be awarded marks in question 13 for the quality of your written communication in your answer.
- This document consists of **12** pages. Any blank pages are indicated.

SECTION A

Using Investigation 1 and your sociological knowledge, answer the following questions.

Answer **all** questions.

When Investigation 1 is referred to in the question, you must use it in your answer.

1 (a) Identify **one** type of media the researcher decided to study in Investigation 1.  
..... [1]

(b) Identify **one** other type of media **not** chosen by the researcher which could have been studied.  
..... [1]

2 (a) Explain what is meant by ethical research.  
.....  
.....  
.....  
..... [2]

(b) Identify and explain **two** reasons why the observation the researcher wanted to do in Investigation 1, (lines 18–21) would have been unethical.

1 .....  
.....  
.....  
.....

2 .....  
.....  
.....  
.....

[4]

3 (a) Explain what is meant by a closed question.

.....  
.....  
.....  
..... [2]

(b) Identify **one** closed question in Questionnaire 1 (Page 3).

.....  
..... [1]

(c) Identify **one** open question in Questionnaire 1 (Page 3).

.....  
..... [1]

4 (a) Describe what is meant by quantitative data.

.....  
.....  
.....  
..... [2]

(b) Identify and explain **one** disadvantage of using quantitative data.

.....  
.....  
.....  
..... [2]

5 (a) Using Source A:  
What percentage of households with 8 – 11 year olds did not have blocking software for internet access in 2008?

.....% [1]

(b) Using Source B:  
Identify **one** reason for the London riots given by the writer in the article.

.....  
..... [1]

(c) Using Source C:  
Identify **one** finding made by Bandura.

.....  
..... [1]

6 In Investigation 1, evaluate how useful the secondary sources are for proving that the media causes violent behaviour.

.....  
.....  
.....  
.....  
.....  
.....  
.....  
.....  
.....  
.....  
.....  
.....  
.....  
.....  
.....  
.....  
.....  
.....  
..... [6]

SECTION B

Using **Investigation 2** and your sociological knowledge, answer the following questions.

When Investigation 2 is referred to in the question, you must use it in your answer.

Answer **all** questions.

7 Identify the hypothesis in Investigation 2.

.....  
..... [1]

8 (a) Explain what is meant by a sample.

.....  
.....  
.....  
..... [2]

(b) Identify the **two** samples used in Investigation 2 (lines 161–168).

1 .....  
2 ..... [2]

9 (a) Using Source 1(a) (Page 8) identify the programme on BBC1 with the highest number of viewers.

..... [1]

(b) Identify and describe **one** conclusion which could be made from the data in Sources 1(a) and 1(b) (Page 8 Lines 176–201):

.....  
.....  
.....  
..... [2]

10 Using Source 2 (Page 9 lines 202–220):

(a) Identify the method used by Meehan.

..... [1]

(b) Identify **one** stereotype used by Meehan in her study.

..... [1]

(c) Identify **one** reason why Meehan’s study might not apply to soap operas in the UK today.

.....  
..... [1]

11 (a) Identify and explain **one** advantage of using media materials for sociological research.

.....  
.....  
.....  
..... [2]

(b) Identify and explain **two** disadvantages of using media materials for sociological research.

1 .....  
.....  
.....  
.....  
2 .....  
.....  
.....  
.....

[4]



8  
SECTION C

Using **both** Investigation 1 **and** Investigation 2 and your sociological knowledge, answer the following question.

Answer **this** question.

**13** Using **both** investigations and your sociological knowledge, evaluate how useful the three questionnaires are for studying the influence of the media.

You **could** focus on the following:

- The design of the questionnaires
- The type and wording of questions
- The type of data to be collected
- The sampling.

**[12]**

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....



.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

**END OF QUESTION PAPER**

**ADDITIONAL ANSWER SPACE**

If additional answer space is required, you should use the following lined page(s). The question number(s) must be clearly shown in the margins.

A large rectangular area for writing answers. It features a solid vertical line on the left side and horizontal dotted lines extending across the page, creating a series of rows for text entry.

A blank sheet of lined paper with a vertical margin line on the left and horizontal ruling lines. The page is otherwise empty.

**PLEASE DO NOT WRITE ON THIS PAGE**



**Copyright Information**

OCR is committed to seeking permission to reproduce all third-party content that it uses in its assessment materials. OCR has attempted to identify and contact all copyright holders whose work is used in this paper. To avoid the issue of disclosure of answer-related information to candidates, all copyright acknowledgements are reproduced in the OCR Copyright Acknowledgements Booklet. This is produced for each series of examinations and is freely available to download from our public website ([www.ocr.org.uk](http://www.ocr.org.uk)) after the live examination series. If OCR has unwittingly failed to correctly acknowledge or clear any third-party content in this assessment material, OCR will be happy to correct its mistake at the earliest possible opportunity.

For queries or further information please contact the Copyright Team, First Floor, 9 Hills Road, Cambridge CB2 1GE.

OCR is part of the Cambridge Assessment Group; Cambridge Assessment is the brand name of University of Cambridge Local Examinations Syndicate (UCLES), which is itself a department of the University of Cambridge.