

JUNE 2002

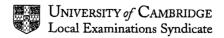
INTERNATIONAL GCSE

MARK SCHEME

MAXIMUM MARK: 30

SYLLABUS/COMPONENT: 0495/2

SOCIOLOGY



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1. TARGET: SKILLS OBJ. 3 - INTERPRETATION OF EVIDENCE

1. 1. (i) According to Source A, what were the annual sales of the Disney media company in 1996? [1]

\$24 Billion 1 mark

(ii) According to Source A, which media company had the largest annual sales in 1996?

Time Warner

1 mark

TOTAL: 2 MARKS

2. TARGET: SKILLS OBJS.6 - SOCIOLOGICAL METHODS AND RESEARCH STRATEGIES

2.In sociological research what is content analysis?

[2]

- LEVEL 1 the candidate simply describes content analysis as research into media material, documents or other evidence to find out what they contain 1 mark
- LEVEL 2 the candidate accurately describes content analysis as research into media material, documents or other evidence through systematic analysis to describe their contents 2 marks

TOTAL: 2 MARKS

3. TARGET: SKILLS OBJ. 6 - SOCIOLOGICAL METHODS AND RESEARCH STRATEGIES

3. Explain two advantages of content analysis.

[4]

Two marks are available for each advantage correctly identified, with one mark per extension to a suitable explanation. The candidate may identify:

- uses, existing material or evidence, for example from the media
- can compare content of different types of media or evidence/documents with one another or "real life"
- may be cheaper and less time consuming than other methods
- · may be used to guide further research and other methods
- other suitable response

LEVEL 1 - The candidate describes one advantage

1-2 marks

LEVEL 2 - The candidate describes two advantages

3-4 marks

TOTAL: 4 MARKS

4. TARGET: KNOWLEDGE OBJS. 4 - RECOGNISE LIMITATIONS AND BIAS IN EVIDENCE

4.In the research described in Source B explain three reasons why the evidence may not be accurate or reliable. [6]

Two marks are available for each reason correctly identified, with one mark per extension for a suitable explanation. The candidate may identify:

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- researcher bias : personal values; selective perception; interpretation of results
- errors in accuracy of recording
- date of research
- unrepresentative or small sample
- or other suitable response

Up to three reasons may be credited.

TOTAL: 6 MARKS

5. TARGET: SKILLS OBJS. 6 - RECOGNISE STRENGTHS OF SOCIOLOGICAL METHODS AND EVIDENCE

5. Describe two ethical issues raised by this research.

[4]

Two marks are available for each issue correctly identified, with one mark per extension or a suitable explanation. The candidate may identify:

- confidentiality
- permission to do research
- sensitive, medical nature of subject
- danger of intrusion into private matters
- ensuring data is accurate and agreed by participants
- other relevant response

TOTAL: 4 marks

6. TARGET: SKILLS OBJS. 4 - RECOGNISE LIMITATIONS AND BIAS IN SOCIOLOGICAL METHODS AND EVIDENCE

6. How useful is Source D as evidence of the effects of media advertising on all women?

There are three areas of discussion:

(i) Sample size - one subject (ii) Nature of the evidence - interview data (iii) Source of the evidence - extract from a research report.

LEVEL 1 - one of these issues discussed clearly

1-2 marks

LEVEL 2 - * two of these issues discussed clearly

3-4 marks

LEVEL 3 - three of these issues discussed clearly

5-6 marks

TOTAL 6 MARKS

7. TARGET: SKILLS OBJECTIVE 4- EVALUATION OF EVIDENCE

7. Identify three possible causes of bias or inaccuracy in evidence collected from the media.

[3]

The candidate may identify the following sources of bias or inaccuracy:

- author bias
- editorial bias
- recording errors and bias
- selectivity

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- presentation
- sensationalism or distortion
- other relevant response
- LEVEL 1 The candidate describes one source of bias accurately 1 mark
- LEVEL 2 The candidate describes two sources of bias accurately

2 marks

LEVEL 3 - The candidate describes three sources of bias accurately 3 marks

TOTAL: 3 MARKS

8. TARGET: KNOWLEDGE OBJECTIVE 6 and 7 - SOCIOLOGICAL METHODS AND RESEARCH STRATEGIES

8. "Violence in the media makes children more violent in their behaviour."

Describe the evidence sociologists might use to test this claim in your society.

- LEVEL 1 The candidate suggests some evidence but the justification is unclear or implied only 1 marks
- LEVEL 2 The candidate makes a clear connection between the evidence suggested and the purpose of the investigation, however the range and sources of evidence is limited usually only one main source 2 marks
- LEVEL 3 As level 2, but the range of sources and the types of evidence are greater and more carefully explained; usually 2/3 sources and both primary and secondary evidence; e.g. interviews, statistics, questionnaires, previous research, etc.

3 marks

TOTAL: 3 MARKS