



ADVANCED GCE
SOCIOLOGY

Applied Sociological Research Skills

2537

Candidates answer on the Answer Booklet

OCR Supplied Materials:

- 16 page Answer Booklet

Other Materials Required:

None

Tuesday 26 January 2010
Morning

Duration: 1 hour 30 minutes



INSTRUCTIONS TO CANDIDATES

- Write your name clearly in capital letters, your Centre Number and Candidate Number in the spaces provided on the Answer Booklet.
- Use black ink. Pencil may be used for graphs and diagrams only.
- Read each question carefully and make sure that you know what you have to do before starting your answer.
- Answer **all** parts of the question.
- 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 for the quality of written communication where an answer requires a piece of extended writing.
- This document consists of **4** pages. Any blank pages are indicated.

Answer **all** parts **(a)** to **(e)**. You are advised to spend **approximately 30 minutes** on parts **(a)–(c)**, and **one hour** on parts **(d)** and **(e)**.

Study **ITEM A** carefully, then answer parts **(a)**, **(b)** and **(c)**.

ITEM A

Questions about drinking alcohol and drinking behaviour are included in the General Household Survey (GHS). Since 1998, the GHS has measured the maximum daily amount drunk in the last week prior to the survey.

Heavy drinking – defined as over eight units a day for men and six units a day for women on at least one day during the previous week – was more common among young people: 31 per cent of men and 22 per cent of women aged 16 to 24 had drunk heavily on at least one day during the previous week. Among those aged 65 and over, these proportions were just 4% and 1% respectively.

The recent upward trend in heavy drinking among young women may have peaked. The proportion of 16 to 24 year old women who had drunk more than six units on at least one day in the previous week increased from 24 per cent to 28 per cent between 1998 and 2002 but has since fallen to 22 per cent in 2005.

The GHS is conducted with people who volunteer their time to answer questions about themselves. In 2005, 16 560 addresses were sampled. The GHS aims to interview all adults aged 16 or over in every household at the addresses sampled. It uses a stratified random sample design. The main strata into which the sample is divided are postcode sectors; this is to ensure the sample includes people from all across the UK.

Source: General Household Survey, 2005; National Statistics Omnibus Survey 2006

Percentage of the population who drank potentially dangerous amounts of alcohol on at least one day last week, by sex and selected ethnic groups

Ethnic group	Men	Women	All
White British	40	23	31
Mixed: White & Black	38	30	33
Mixed: White & Asian	43	26	35
Asian: Indian	14	5	9
Asian: Pakistani	5	0	3
Asian: Bangladeshi	2	0	1
Black Caribbean	19	10	14
Black African	13	4	8

- (a) Using only **ITEM A**, identify **two** strengths of the sample used by the General Household Survey. [6]
- (b) Identify and explain **one** strength and **one** weakness of using structured interviews when asking respondents about whether they have taken government advice to eat five portions of fruit or vegetables a day. [8]
- (c) Summarise the findings of the research in **ITEM A**. [10]

Study **ITEM B** carefully, then answer parts (d) and (e).

ITEM B

Your local health authority, in conjunction with your local council, wants to know if young women are engaging in regular exercise.

You have been asked, as a sociological researcher, to design a research proposal that will target an appropriate sample of young women to find out about their patterns of exercise. You are required to collect **quantitative** data.

- (d) With reference to **ITEM B**, outline and explain the research process that you would adopt in collecting **quantitative** data to find out about young women's patterns of exercise. [14]
- (e) Assess the potential weaknesses of your research proposal, briefly explaining how you intend to overcome them. [22]

[Total: 60 marks]

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