

**OXFORD CAMBRIDGE AND RSA EXAMINATIONS**  
**GCSE**

**B673/01**

**SOCIOLOGY**

**Applying Sociological Research  
Techniques**

**WEDNESDAY 22 MAY 2013: Morning**

**DURATION: 1 hour  
plus your additional time allowance**

**MODIFIED ENLARGED**

<b>Candidate forename</b>		<b>Candidate surname</b>	
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<b>Centre number</b>						<b>Candidate number</b>				
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**Candidates answer on the Question Paper.**

**OCR SUPPLIED MATERIALS:**

**Pre-release material (inserted)**

**OTHER MATERIALS REQUIRED:**

**None**

**READ INSTRUCTIONS OVERLEAF**

## **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 on the first page. 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.

## **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.
- 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 26–33) would have been unethical.**

**1** \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

**2** \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

**[4]**

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

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[2]

**(b) Identify ONE closed question in Questionnaire 1 (Pages 6–7).**

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[1]

**(c) Identify ONE open question in Questionnaire 1 (Pages 6–7).**

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[1]

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

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[2]

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

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[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]

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[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.**

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[1]

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

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[2]

**(b) Identify the TWO samples used in Investigation 2 (lines 257–269).**

1 

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2 

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[2]

- 9 (a) Using Source 1(a) (Page 16) 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) (Pages 16–17 Lines 279–308):**

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_ [2]

- 10 Using Source 2 (Page 18 lines 309–337):**

- (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.**

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**[2]**

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

**1** 

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**2** 

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**[4]**

[illegible]

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**PLEASE TURN OVER FOR SECTION C**

## 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]**

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[illegible]

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**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.**

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