

OXFORD CAMBRIDGE AND RSA EXAMINATIONS

Advanced GCE

SOCIOLOGY

2537

Applied Sociological Research Skills

Wednesday

28 JUNE 2006

Morning

1 hour 30 minutes

Additional materials:
16 page Answer Book

TIME 1 hour 30 minutes

INSTRUCTIONS TO CANDIDATES

- Write your name, Centre number and candidate number in the spaces provided on the answer book.
- Answer **all** parts of the question.
- Read the whole question paper carefully to make sure you know what you have to do before starting your answer.

INFORMATION FOR CANDIDATES

- The number of marks is given in brackets [] at the end of each 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 question paper consists of 4 printed pages.

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

An extract has been removed due to third party copyright restrictions

Details:

An extract of text about the average family's eating habits

A table has been removed due to third party copyright restrictions

Details:

A table from the food standards agency showing the frequency of eating a main meal in one's home with guests (by age group)

Source: Food Standards Agency, 2004

- (a) Using only Item A, identify two reasons why sociologists would consider the data collected to be reliable. [6]
- (b) Identify and explain one strength and one weakness of using structured interviews to find out if social class influences the consumption of 'junk food'. [8]
- (c) Summarise the findings of the research in Item A. [10]

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

ITEM B

A Headteacher of a large comprehensive school in a deprived area is concerned that the take up of free school meals is very low.

You have been asked, as a sociological researcher, to design a research proposal that will target a representative sample of pupils eligible for free meals in that comprehensive school to find out the reasons for the low take up. The Headteacher requires **quantitative** data.

- (d) Outline and explain the research process that you would adopt in collecting **quantitative** data to find out why pupils who are eligible for free school meals choose not to have them. [14]
- (e) Assess the potential weaknesses of your research proposal, briefly explaining how you intend to overcome them. [22]

Copyright Acknowledgements:

Item A: Reproduced by kind permission of the Food Standards Agency

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