



**GCE AS/A level**

1352/01

**SOCIOLOGY – SY2**

**UNIT 1: Understanding Culture**

P.M. WEDNESDAY, 22 January 2014

1 hour 30 minutes

### **ADDITIONAL MATERIALS**

In addition to this examination paper, you will need a 12 page answer book.

### **INSTRUCTIONS TO CANDIDATES**

Use black ink or black ball-point pen.

Answer **question 1** and **one** other question.

You are advised to divide your time according to the mark allocation given.

Write your answers in the separate answer book provided.

### **INFORMATION FOR CANDIDATES**

The number of marks is given in brackets at the end of each question or part-question.

You are reminded that assessment will take into account the quality of written communication used in your answers.

Credit will be given for reference to recent public debate and research publications.

**1. Compulsory**

***Look at the item below and answer the following questions.***

**E-survey methodology**

Electronic techniques are being increasingly used in social research. These are techniques where a computer is involved in the process of data collection. Questionnaires can be e-mail based or Web-based. Both methods can however lead to problems with the representativeness of the sample and the lack of control over who is actually completing the survey.

Electronic survey techniques have the advantage of being cheap to create, having faster response times and good response rates from large samples of people. They can be useful for collecting sensitive information and are used in the British Crime Survey for questions about domestic violence when respondents may not wish to speak to an interviewer.

- (a) Using material from the item and elsewhere, fully explain the meaning of the term **survey**. [10]
- (b) With reference to the item and sociological studies, explain the strengths and limitations of **questionnaires**. [20]

Choose **one** question from the following options.

**Either,**

**2. Education**

- (a) Outline and explain the concept of meritocracy in education. [20]
- (b) Discuss the view that cultural factors affect educational attainment. [40]

**Or,**

**3. Religion**

- (a) Outline and explain how religion may be a force for social control. [20]
- (b) Discuss the view that religious practice in the UK is changing. [40]

**Or,**

**4. Mass Media**

- (a) Outline and explain the concept of media consumption. [20]
- (b) Discuss Marxist views of mass media. [40]

**END OF PAPER**