

General Certificate of Education
January 2007
Advanced Level Examination



SOCIOLOGY
Unit 5

SC5W

Monday 22 January 2007 9.00 am to 10.30 am

For this paper you must have:

- a 12-page answer book.

Time allowed: 1 hour 30 minutes

Instructions

- Use blue or black ink or ball-point pen.
- Write the information required on the front of your answer book. The *Examining Body* for this paper is AQA. The *Paper Reference* is SC5W.
- This paper contains **two** Sections. Answer the question in **Section A** and **one** question from **Section B**.
- Do all rough work in the answer book. Cross through any work you do not want to be marked.

Information

- The maximum mark for this paper is 60.
- The marks for questions (or part questions) are shown in brackets.
- You will be marked on your ability to use good English, to organise information clearly and to use specialist vocabulary where appropriate.

SECTION A: THEORY AND METHODS

Answer **all** parts of this Section.

Total for this section: 20 marks

1 Read **Items A** and **B** and answer parts (a) to (d) which follow.

Item A

Many social researchers use sampling techniques to help their research. Appropriate sampling can provide manageable numbers of respondents and also help to deliver results that are more meaningful. For example, many surveys into public opinion on topics such as voting behaviour or attitudes to crime use samples. In such cases, the sample is usually around 1000, selected by random or stratified random sampling methods from the chosen sampling frame. Companies conducting these surveys claim that their techniques of selection and analysis result in only a very small sampling error. 5

Item B

Questionnaires are a familiar tool of sociological research. Some argue that this is because they are simple to construct, straightforward to organise and cheaper than many of the alternatives. However, constructing an effective questionnaire is far from easy. Details of question wording and layout must be carefully considered, so that the meaning of each question is as clear and unambiguous as possible. 5

Also, the researcher must decide on the appropriate way to deliver their questionnaire, for instance, whether face-to-face or through the post. Each method of distribution has its advantages and disadvantages, for example, time and cost.

- (a) Briefly explain what is meant by ‘stratified random’ sampling (**Item A**, line 5). (2 marks)
- (b) Identify and briefly explain **two** types of sampling technique, **apart from** those referred to in **Item A**. (4 marks)
- (c) Identify and briefly explain **one** advantage and **one** disadvantage of distributing questionnaires by post, **apart from** those referred to in **Item B**. (4 marks)
- (d) Briefly examine the view that what quantitative methods lack in validity they make up for in reliability. (10 marks)

SECTION B: THEORY AND METHODS

Answer **one** question from this Section.

Total for this section: 40 marks

EITHER

- 2 Evaluate the usefulness of interviews in sociological research. *(40 marks)*

OR

- 3 Assess the contribution of feminist perspectives and research to our understanding of society. *(40 marks)*

END OF QUESTIONS

There are no questions printed on this page