



GCE AS/A level

1352/01

SOCIOLOGY - SY2

UNIT 2

UNDERSTANDING CULTURE

P.M. TUESDAY, 18 January 2011

1½ hours

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.

Social networking

Social networking via the Internet has become increasingly popular with people of all ages in the UK. Computers or mobile phones may be used. People may publish information about themselves so that this is open to the public or just to their online friends.

Researchers carried out **qualitative** face-to-face investigations to understand this new social behaviour. The research design included 12 two-hour sessions in which researchers observed their respondents' use of the computer.

The research design also included a number of two hour follow-up interviews with selected respondents.

Adapted from research published by Ofcom

- (a) Using material from the item and elsewhere, explain the full meaning of the term **qualitative research**. [10]
- (b) With reference to the item and sociological studies and research, explain the strengths and weaknesses of using unstructured interviews in social research. [20]

Choose one question from the following options:

Either,

2.

Education

- (a) Outline and explain what is meant by the hidden curriculum. [20]
- (b) Outline and assess the extent to which schools may affect the educational achievements of their pupils. [40]

Or,

3.

Religion

- (a) Outline and explain what is meant by secularisation. [20]
- (b) Outline and assess the view that religion is an agent of social control. [40]

Or,

4.

Mass Media

- (a) Outline and explain news values. [20]
- (b) Outline and assess the view that the media act as an agency for social control. [40]