CAMBRIDGE
INTERNATIONAL EXAMINATIONS

JUNE 2002

INTERNATIONAL GCSE

MARK SCHEME

MAXIMUM MARK : 30

SYLLABUS/COMPONENT : 0495/2

SOCIOLOGY

1. TARGET: SKILLS OBJ. 3 - INTERPRETATION OF EVIDENCE

1. 1. (i) According to Source A, what were the annual sales of the Disney media company in 1996?   [1]

        $24 Billion   -   1 mark

    (ii)   According to Source A, which media company had the largest annual sales in 1996?   [1]

        Time Warner   1 mark

                                                                  TOTAL: 2 MARKS

2. TARGET: SKILLS OBJS.6 - SOCIOLOGICAL METHODS AND RESEARCH STRATEGIES

2. In sociological research what is content analysis?   [2]

LEVEL 1 - the candidate simply describes content analysis as research into
          media material, documents or other evidence to find out what they
          contain   1 mark

LEVEL 2 - the candidate accurately describes content analysis as research
          into media material, documents or other evidence through
          systematic analysis to describe their contents   2 marks

                                                                  TOTAL: 2 MARKS

3. TARGET: SKILLS OBJ. 6 - SOCIOLOGICAL METHODS AND RESEARCH STRATEGIES

3. Explain two advantages of content analysis.   [4]

Two marks are available for each advantage correctly identified, with one
mark per extension to a suitable explanation. The candidate may identify:

* uses existing material or evidence, for example from the media
* can compare content of different types of media or evidence/documents
  with one another or "real life"
* may be cheaper and less time consuming than other methods
* may be used to guide further research and other methods
* other suitable response

LEVEL 1 -   The candidate describes one advantage   1-2 marks

LEVEL 2 -   The candidate describes two advantages   3-4 marks

                                                                  TOTAL: 4 MARKS

4. TARGET: KNOWLEDGE OBJS. 4 - RECOGNISE LIMITATIONS AND BIAS IN EVIDENCE

4. In the research described in Source B explain three reasons why the
evidence may not be accurate or reliable.   [6]

Two marks are available for each reason correctly identified, with one mark
per extension for a suitable explanation. The candidate may identify:

- researcher bias : personal values; selective perception; interpretation of results
- errors in accuracy of recording
- date of research
- unrepresentative or small sample
- or other suitable response

Up to three reasons may be credited. TOTAL: 6 MARKS

5. TARGET: SKILLS OBJS. 6 - RECOGNISE STRENGTHS OF SOCIOLOGICAL METHODS AND EVIDENCE

5. Describe two ethical issues raised by this research. [4]

Two marks are available for each issue correctly identified, with one mark per extension or a suitable explanation. The candidate may identify:

- confidentiality
- permission to do research
- sensitive, medical nature of subject
- danger of intrusion into private matters
- ensuring data is accurate and agreed by participants
- other relevant response

TOTAL: 4 marks

6. TARGET: SKILLS OBJS. 4 - RECOGNISE LIMITATIONS AND BIAS IN SOCIOLOGICAL METHODS AND EVIDENCE

6. How useful is Source D as evidence of the effects of media advertising on **all** women? [6]

There are three areas of discussion:

(i) Sample size - one subject (ii) Nature of the evidence - interview data (iii) Source of the evidence - extract from a research report.

LEVEL 1 -   one of these issues discussed clearly   1-2 marks

LEVEL 2 -   two of these issues discussed clearly   3-4 marks

LEVEL 3 -   three of these issues discussed clearly   5-6 marks

TOTAL 6 MARKS

7. TARGET: SKILLS OBJECTIVE 4- EVALUATION OF EVIDENCE

7. Identify three possible causes of bias or inaccuracy in evidence
   collected from the media. [3]

The candidate may identify the following sources of bias or inaccuracy:

- author bias
- editorial bias
- recording errors and bias
- selectivity

- presentation
- sensationalism or distortion
- other relevant response

LEVEL 1 -   The candidate describes one source of bias accurately 1 mark

LEVEL 2 -   The candidate describes two sources of bias accurately

2 marks

LEVEL 3 -   The candidate describes three sources of bias accurately

3 marks

TOTAL: 3 MARKS

8.   TARGET: KNOWLEDGE OBJECTIVE 6 and 7 - SOCIOLOGICAL METHODS AND RESEARCH STRATEGIES

8.   "Violence in the media makes children more violent in their behaviour."

Describe the evidence sociologists might use to test this claim in your society.   [3]

LEVEL 1 -   The candidate suggests some evidence but the justification is unclear or implied only   1 marks

LEVEL 2 -   The candidate makes a clear connection between the evidence suggested and the purpose of the investigation, however the range and sources of evidence is limited - usually only one main source   2 marks

LEVEL 3 -   As level 2, but the range of sources and the types of evidence are greater and more carefully explained; usually 2/3 sources and both primary and secondary evidence; e.g. interviews, statistics, questionnaires, previous research, etc.

3 marks

TOTAL: 3 MARKS