

Section A: Research Methods

- 1 Interpretivist sociologists believe that seeing and experiencing things from the research participants' point of view is crucial for gaining valid data. Observation, however, is a difficult sociological method to carry out as the researcher's presence may result in the *Hawthorne effect* occurring. It is also not very good for *reliability*.

Observations are mostly used to collect *qualitative data*. One type of observation involves the researcher joining in with the activities of the group. By contrast, non-participant observation is where the researcher remains separate from the group and just watches their behaviour. Observations can also be done overtly or covertly.

Gaining access to groups for observation is often difficult and so snowball samples may have to be used. Observations are a form of primary data and so are often combined with secondary data to back up or compare findings.

What is meant by the following terms?

- (a) (i) reliability [2]
(ii) Hawthorne effect [2]
(iii) qualitative data. [2]
- (b) Describe **two** types of secondary data. [4]
- (c) Describe **one** advantage and **one** disadvantage of using a snowball sample. [4]
- (d) Describe **two** primary research methods, other than observation, that produce qualitative data. [4]
- (e) Describe **one** advantage and **one** disadvantage of doing research covertly. [4]
- (f) Describe **two** strengths and **two** limitations of using non-participant observation in sociological research. [8]

Section B: Culture and Socialisation

- 2 Sociologists believe that we learn how to act according to our gender. Gender roles may vary from one culture to another.
- (a) What is meant by the term *culture*? [2]
 - (b) Describe **two** examples of how norms may vary from one culture to another. [4]
 - (c) Explain how the family socialises children into their gender roles. [6]
 - (d) To what extent do gender roles vary between cultures? [8]
- 3 For society to run smoothly, it is essential that we have social order. This can be achieved through both formal and informal social control.
- (a) What is meant by the term *social order*? [2]
 - (b) Describe **two** traditional gender roles for males. [4]
 - (c) Explain how social change has affected lifestyle choices. [6]
 - (d) To what extent is formal social control more effective than informal social control? [8]

Section C: Social Stratification and Inequality

- 4 Many people believe that society is becoming more equal and that the lives of different social groups are now very similar. Not everybody would agree, however, as disadvantaged groups still exist in society.
- (a) What is meant by the term *disadvantaged groups*? [2]
 - (b) Describe **two** groups of people in society who are most likely to be disadvantaged. [4]
 - (c) Explain how working class jobs have changed in recent decades. [6]
 - (d) To what extent are divisions between the middle class and the working class disappearing? [8]
- 5 Males and females still play different roles in many societies and do not have gender equality. However, it is thought that life chances are becoming more equal over time.
- (a) What is meant by the term *gender equality*? [2]
 - (b) Describe **two** examples of gender discrimination. [4]
 - (c) Explain how the roles of men in society may be changing. [6]
 - (d) To what extent are life chances becoming more equal in modern industrial societies? [8]

Section D: Power and Authority

- 6 Censorship is a form of power in society. Some groups, such as the media, have the power to control how we think about things and what we believe to be 'normal'.
- (a) What is meant by the term *censorship*? [2]
 - (b) Describe **two** examples of propaganda. [4]
 - (c) Explain how the media may influence the outcome of elections. [6]
 - (d) To what extent is freedom of speech and expression a reality in modern industrial society? [8]
- 7 In politics, many factors are influential in determining what the public thinks and how government acts. Most societies make use of opinion polls during election time.
- (a) What is meant by the term *opinion polls*? [2]
 - (b) Describe **two** factors that may influence voting behaviour. [4]
 - (c) Explain how new social movements are able to influence the public. [6]
 - (d) To what extent do opinion polls accurately reflect the views of the public about political issues? [8]

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