



2009 Modern Studies

Advanced Higher

Finalised Marking Instructions

© Scottish Qualifications Authority 2009

The information in this publication may be reproduced to support SQA qualifications only on a non-commercial basis. If it is to be used for any other purposes written permission must be obtained from the Question Paper Operations Team, Dalkeith.

Where the publication includes materials from sources other than SQA (secondary copyright), this material should only be reproduced for the purposes of examination or assessment. If it needs to be reproduced for any other purpose it is the centre's responsibility to obtain the necessary copyright clearance. SQA's Question Paper Operations Team at Dalkeith may be able to direct you to the secondary sources.

These Marking Instructions have been prepared by Examination Teams for use by SQA Appointed Markers when marking External Course Assessments. This publication must not be reproduced for commercial or trade purposes.

Contents

	Page
Study Theme 1: Comparative Politics and Research Methods	3
Study Theme 2: Law and Order and Research Methods	15
Study Theme 3: The European Union and Research Methods	24

STUDY THEME 1: COMPARATIVE POLITICS AND RESEARCH METHODS

SECTION A

Marks

1. Context A: Political Parties

Critically examine the view that the most successful political parties in recent years have been those which have been able to reposition themselves on the political spectrum.

Answer in relation to the UK (including Scotland) and the USA. (30)

General points:

- Quality answers will have a coherent structure and balanced analysis. Bear in mind that candidates are attempting to construct a comparative essay under examination conditions.
- High quality answers will compare across UK (Scotland) and USA regularly throughout the answer, rather than having a large section on the UK and a smaller section on the USA tagged on at the end.
- Acknowledgement of alternative viewpoints/arguments should be discussed to merit an A.
- Expect more emphasis on the UK from most candidates.
- Reward up-to-date exemplification.
- Credit highly candidates who make reference to and comment on secondary analysis eg Politics Review, newspaper articles and documentaries.
- Credit candidates who make implicit conclusions throughout the essay.
- Look for development including up-to-date examples.

- New Labour – shift to centre – 3 consecutive victories.
- Republican initial shift to compassionate conservatism brought success – now a return to more right wing values.
- UK Conservatives doing better in polls with softer Cameron approach?
- SNP campaigned as much on their ability to govern as overt independence – won.

However

- Lib Dems move to the left has had little impact.
- Republican shift to the right seems unsuccessful.
- Tories have largely failed to recapture votes – esp. in Scotland.
- Obama has positioned himself to the left of previous presidents and adopted a catch-all position.

2. Context B: Electoral Systems

“It’s the economy, stupid!” (Bill Clinton 1992)

To what extent does this quote explain recent voting behaviour in the UK (including Scotland) and the USA?

Answer in relation to the UK (including Scotland) and the USA.

(30)

General points:

- Quality answers will have a coherent structure and balanced analysis. Bear in mind that candidates are attempting to construct a comparative essay under examination conditions.
- High quality answers will compare across UK (Scotland) and USA regularly throughout the answer, rather than having a large section on the UK and a smaller section on the USA tagged on at the end.
- Acknowledgement of alternative viewpoints/arguments should be discussed to merit an A.
- Expect more emphasis on the UK from most candidates.
- Reward up-to-date exemplification.
- Credit highly candidates who make reference to and comment on secondary analysis eg Politics Review, newspaper articles and documentaries.
- Credit candidates who make implicit conclusions throughout the essay.
- Look for development including up-to-date examples.

Evidence that ‘selfish’ economic factors are crucial include:

- The appeal of council house sales and share offers under Thatcher.
- Success of tax credits (Blair and Brown).
- Low levels of overt taxation.
- Minimum wage.
- Significance of low inflation and low unemployment levels – perhaps for most in UK ‘we have never had it so good!’
- Clinton won by a landslide with this Mantra.

However consider the impact of other factors such as

- Voter judgement of the ‘war against terror’ here and in the USA.
- Foreign policy (as above).
- Health, education, immigration and other domestic issues.
- Impact of personalities on voting behaviour.
- Altruistic voting which places society before self – evidence of this in Scotland post Thatcher where the Tories have never recovered.
- Obama victory a response to not just the economy but also GW Bush. Promises of change – healthcare and foreign policy.

3. Context C: Decision-making in Central and Devolved/State Government

“Executives have little to fear from their legislatures.”

Answer in relation to the UK (including Scotland) and the USA.

(30)

General points:

- Quality answers will have a coherent structure and balanced analysis. Bear in mind that candidates are attempting to construct a comparative essay under examination conditions.
- High quality answers will compare across UK (Scotland) and USA regularly throughout the answer, rather than having a large section on the UK and a smaller section on the USA tagged on at the end.
- Acknowledgement of alternative viewpoints/arguments should be discussed to merit an A.
- Expect more emphasis on the UK from most candidates.
- Reward up-to-date exemplification.
- Credit highly candidates who make reference to and comment on secondary analysis eg Politics Review, newspaper articles and documentaries.
- Credit candidates who make implicit conclusions throughout the essay.
- Look for development including up-to-date examples.

Points which would support the contention

UK

- Usually majority government.
- Not in the interests of backbenchers to rebel.
- Whip system very strong.

SCOTLAND

- Doubtful if this point could be argued given the nature of the Scottish Parliament.

USA

- The status of the President affords him some protection.
- Public expect the President to be allowed to function.
- President is separate and has no political rivals who can threaten him while in office.
- Can have an easy ride if Senate and House are of the same party.
- Importance of personality – a difficult variable to quantify.
- USA expects that Obama is allowed to deliver his changes – unseen pressure on Congress to allow Obama to do this.

Points which would disagree with the contention

UK

- Rebellion at times does happen eg over Iraq.
- Power of PM diminishes over time eg Blair, Thatcher. Rivals come to the fore encouraged by backbenchers and media.
- Presence of ambitious rivals creates instability.

SCOTLAND

- Major problems dealing with a coalition government.
- Major problems operating as a minority government.
- Deep schism between SNP and others, perhaps more genuine antipathy than in Westminster?

USA

- Difficult for President when House and/or Senate are from different parties.
- Difficult for President perceived as weak or ineffectual eg Carter, Bush snr.
- Much pressure on Congress from external forces eg healthcare interest groups to get legislation through.

4. Context D: The Politics of Influence

To what extent does the use of dramatic and violent methods by interest/pressure groups have a disproportionate impact on the political process?

Answer in relation to the UK (including Scotland) and the USA.

(30)

General points:

- Quality answers will have a coherent structure and balanced analysis. Bear in mind that candidates are attempting to construct a comparative essay under examination conditions.
- High quality answers will compare across UK (Scotland) and USA regularly throughout the answer, rather than having a large section on the UK and a smaller section on the USA tagged on at the end.
- Acknowledgement of alternative viewpoints/arguments should be discussed to merit an A.
- Expect more emphasis on the UK from most candidates.
- Reward up-to-date exemplification.
- Credit highly candidates who make reference to and comment on secondary analysis eg Politics Review, newspaper articles and documentaries.
- Credit candidates who make implicit conclusions throughout the essay.
- Look for development including up-to-date examples.

This answer should allow the candidate an opportunity to showcase specific examples of pressure group activity and offer a comparative analysis of relative successes and failures. Accept a slightly historical approach as candidates search for appropriate exemplification, but credit very highly current examples.

FOR

UK

An extreme example could be the IRA; whose actions it could be argued stimulated a political process which to some degree has achieved their aims.

Dramatic actions taken by Greenpeace have contributed to the evolution of environmentally conscious political parties, who now see 'green issues' as a vote winner.

Liberty – a group with 5,000 members – put pressure on the Labour Party, in opposition and in government, to make the incorporation of the European Convention on Human Rights into UK law a priority.

Far right and anti European lobbies have stirred up much antipathy toward economic migrants and immigration in general. This has been reflected by some aspects of the media and perhaps influencing government and opposition policies.

In March 1998 around 300,000 people went to London to protest about the Labour government's rural policies – the 'Countryside March' – the government reacted by announcing plans for a Ministry of Rural Affairs and by publishing a white paper investigating all aspects of rural life.

USA

Influence of 9/11 as an act of terrorism itself and anti war demos – it could be argued that a combination of these events has resulted in a probable change of presidential party and style with a switch to democratic sympathies – already been seen in 2006 mid terms.

In the 2000 election campaign, the National Rifle Association part-funded George W Bush's campaign with its 4.3 million members expecting the now elected president to fulfil his pre-election promise of not to essentially interfere with the gun laws as they currently stand.

There are some who believe that George W Bush's hard-line against Iraq in August 2002, had been influenced by pressure groups representing the military and oil interests in the middle east.

'Extreme Christian' interest groups have been successful in the 'bible belt' establishing the teaching of creationism alongside evolution.

Michael Moore's Sicko: could argue that he has influenced the American people and Obama.

Update with Obama examples as well.

AGAINST

UK

Reduction in major strike actions – law changes regarding picketing – improved policing methods have reduced the effectiveness of dramatic protest eg the anti climactic G8 protests.

Failure of CND which despite substantial backing and high profile marches failed to influence the government's defence policy.

Claimed reduction in civil liberties has occurred despite protests.

Relative failure of Countryside Alliance, Fuel Tax demos, anti nuclear groups, eg Faslane peace camp.

Joanna Lumley and the Gurkhas – non violent but huge impact.

USA

War goes on despite protests –as does Guantanamo Bay situation – now to be closed as reaction to interest group activity.

'Extreme Christian' interest groups have had little success in the more Liberal urban and North eastern parts of the USA.

The 2000 "Million Mom March" which focused on the issue of firearm laws has had only limited influence on government policy and gun laws.

The actions of the police in Seattle in 2000 during the World Trade meeting whereby 'anarchists' and other assorted groups were dealt with in a physical manner, was supported by many in authority at city, state and national level which hampered the effects of action by more peaceful pressure groups.

SECTION B

5. (a) *Web-based surveys are becoming widely used in social science research.*

To what extent is it true to say that, for social science research, web-based surveys offer significant advantages over more traditional survey techniques?

You should refer to specific research examples in your answer.

(8)

General points:

- Award up to 3 marks for a point that is developed and relevant.
- If no reference to advantages/disadvantages of more traditional methods, maximum of 6 marks.
- If no expression of the extent to which...then maximum 6 marks.
- If no specific examples, maximum 6 marks.
- If neither specific examples nor 'to what extent' maximum 4 marks

Answer:

Does not have advantages:

Coverage bias

Significant numbers of people do not have access or choose not to use the Internet. It is also clear that there are wide disparities in Internet access among ethnic and socioeconomic groups.

Survey researchers have much to learn concerning the most effective ways to conduct surveys over the Internet.

While in its early stages, research on Internet-based survey methodology has identified a number of factors that influence data quality. Of note, several studies have found Internet surveys have significantly lower response rates than comparable mailed surveys.

The Web is a very public place and unless steps are taken to limit access to a survey, it may be found and responded to by people who are not among those sampled by the researcher. This can either happen by accident or maliciously. Since one only has to "click" their mouse pointer on the "submit" button to respond to a Web-based survey instrument once it is filled out, it is also quite possible for respondents to either mistakenly or purposefully submit multiple copies of their responses.

Several studies have found that response rates for Internet surveys are lower than equivalent mail surveys (Medin, Roy & Ann, 1999; Cooper, Blair & Triplett, 1999). As noted by Crawford and colleagues (2001), this may be due to our lack of knowledge on how to achieve high response rates using the Internet surveys. The lower response rates for Internet surveys may also reflect coverage bias, the lack of familiarity with the media and/or lack of convenient access to the Internet. In the author's experience, Web congestion can also be a factor in lowering response rates for Web surveys particularly with people who have relatively little experience with the Internet.

Some reference to traditional methods of research and what is good about them eg phone/postal research (Can't get full marks without some reference to this).

Does have advantages:

Reducing the time and cost of conducting a survey.
Avoiding the often error prone and tedious task of data entry.

(As the World Wide Web has grown in popularity, the use of Hypertext Mark-up Language (HTML) forms or Web-based surveys are becoming the dominant method of gathering survey data. These forms streamline the data collection process formatting and entering responses directly into a database for analysis. Since HTML forms can be made programmable, it is also possible to have real time error checking and correction increasing the accuracy of the data collection process. The formatting capabilities of HTML allow the creation of easy-to-read and attractive forms that may improve response rates. In addition, the programmability of HTML forms makes it possible to randomly order responses and tailor options based on information the respondent supplies earlier in the survey.)

Combining an email “cover letter” as a means of contacting sampled people with the use of an HTML form for data collection provides an especially effective and efficient approach to Internet surveying. Modern email packages automatically convert universal resource locators (URLs) or web-addresses in the text of an email into hyperlinks. Placing the URL of the survey form in a cover letter email allows the respondent to “click” their mouse on the URL to display the survey form and subsequently fill it out.

Some reference to traditional methods of research and what is not good about them eg phone/postal research (Can’t get full marks without some reference to this).

Examples:

The advent of the NHSnet, the NHS computer network, and the establishment of the new NHS e-mail and directory service for all NHS staff in the UK could enable implementation of large-scale Internet-based surveys of GPs and other health professionals. Commercial interest is growing in this area, with doctors receiving invitations to join reward schemes in return for completing web-based surveys, mainly for the pharmaceutical industry (www.Medix-uk.com).

If no reference to advantages/disadvantages of more traditional methods, maximum of 6 marks.

If no expression of the extent to which...then maximum 6 marks.

(b) *What would constitute good practice when planning and conducting an effective questionnaire for social science research into an issue within the Comparative Politics topic?*

(7)

General points:

- Award up to 3 marks for a point that is developed and relevant. It should be related to the topic referred to in the question.
- Must cover both planning and conducting. If either is not covered, maximum 4 marks.
- Be generous with what the candidate considers a questionnaire to be. It could be a questionnaire or a survey.

Questionnaire/survey

The basic process of questionnaire/survey research can be outlined as follows:

define your research aims

identify the population and sample

decide how to collect replies

design your questionnaire

run a pilot survey

carry out the main survey

analyse the data.

6. Study the information below and then answer the questions which follow.

The following opinion poll appeared in a major American regional newspaper in September 2007. The Presidential Primary elections began early in 2008.

(Asked of Democrats who support Clinton in head-to-head match up with Obama) What are the main reasons you are more likely to support Hillary Clinton than Barack Obama for the Democratic nomination?

BASED ON CLINTON SUPPORTERS (Margin of Error: ±7% Points)

	2007 May 4-6	2007 Mar 23-25
	%	%
Clinton is more experienced	35	33
Like Clinton's views on issues/agenda	23	21
Clinton is a woman	17	14
Bill Clinton was President	10	9
Don't know enough about Obama/not familiar with him	10	11
Clinton is knowledgeable/intelligent	7	6
Other	21	21
No reason in particular	1	3
No opinion	1	2

(Asked of Democrats who support Obama in head-to-head match up with Clinton) What are the main reasons you are more likely to support Barack Obama than Hillary Clinton for the Democratic nomination?

BASED ON OBAMA SUPPORTERS (Margin of Error: ±8% Points)

	2007 May 4-6	2007 Mar 23-25
	%	%
Obama is a fresh face/has new ideas	19	13
Agree with Obama's issue positions/agenda	18	18
Like Obama better/do not like Clinton	17	18
Clinton has too much baggage/don't want another Clinton	11	12
Obama has a better chance of being elected President	9	8
Obama is less divisive/polarising than Clinton	8	7
Other	20	29
No reason in particular	4	3
No opinion	2	2

(a) *As a social science researcher, to what extent can valid and reliable conclusions be made from this information?* (8)

- Candidates should define validity and reliability
- Award up to three marks for a point that is **specific and in detail**.
- If no expression of 'to what extent' award maximum 6 marks.

Candidates should be able to identify that for the most part this source is *lacking both validity and reliability*.

Lack of validity is suggested by:

- Absence of detail regarding sample size, location, timing and method of sample selection.
- Lack of clarity regarding how many responses could be made.
- No information on who carried out the survey.
- Some of the language is quite sophisticated eg 'divisive/polarising'. We do not know if recipients could seek clarification.
- The questions are not consistent between the 2 surveys.

Lack of reliability is suggested by:

- The substantial Margin of Error for both tables which substantially affect reliability.
- The lack of consideration of any other Democratic contenders who may leave the race but whose votes may then go to either Clinton or Obama.

Factors which *do* suggest validity and reliability.

- The survey has been used by a major American paper who one would assume would employ a reputable research group.
- Also it does focus on the 2 most prominent and likely winners at the time.
- It has been conducted over two time periods which allows us to analyse trends.

(b) *Describe, in detail, the main differences between qualitative and quantitative research.* (7)

You should refer to specific research examples in your answer.

General points:

- Award up to 3 marks for a difference depending on detail, relevance and exemplification.
- If there is no reference to specific research examples, award maximum of 5 marks.

Specific points:

- Qualitative research involves analysis of data such as words (for interviews)
- Quantitative research involves analysis of numerical data.

Some differences are as follows:

Qualitative:

Researcher may only know roughly what he/she is looking for.

Quantitative:
Researcher knows clearly in advance what he/she is looking for.

Qualitative:
Recommended during earlier phases of research projects.

Quantitative:
Recommended during latter stage of research.

Qualitative:
Researcher is the data gathering instrument.

Quantitative:
The researcher uses tools such as questionnaires to collect numerical data.

Qualitative:
Data is in form of words.

Quantitative:
Data is in form of numbers/statistics.

Qualitative:
Subjective – individual's interpretation of events.

Quantitative:
Objective – precise measurements.

STUDY THEME 2: LAW AND ORDER AND RESEARCH METHODS

SECTION A

Marks

1. Context A: Rights and Responsibilities in Relation to Law and Order in the UK.

How valid is the claim that recent Human Rights legislation has hindered the fight against crime and prevented effective responses to threats from terrorism?

(30)

General Points:

- Quality answers will have a coherent structure and balanced analysis.
- Reward up-to-date exemplification.
- Credit highly candidates who make reference to and comment on secondary analysis eg newspaper articles and documentaries.
- Credit candidates who make implicit conclusions throughout the essay.
- Acknowledgement of alternative viewpoints/arguments should be discussed to merit an A.
- Look for development including up-to-date examples.

Expect candidates to have a balance of theory backed up by exemplification. This is a question which lends itself to analysis and responses should be easy to differentiate to this basis.

2 parts to question: fight against crime & terrorism

- Criticisms of Human Rights Act.
- Successes of Human Rights Act.
- Anti-terrorist measures – analysis, Jean Charles de Menezes, 7/7, Glasgow airport bombing – impact of Human Rights legislation – terrorist threat growing?
- Recent criticisms – David Cameron – Bill of Rights – alternatives?
A significant turning point was the 2005 case of Anthony Rice, a convicted rapist who murdered a woman while on parole. The parole board was found to have taken too much account of his human rights when they decided to release him.
- Ministers have expressed exasperation at the way the Act has been interpreted by the courts on some occasions. The former Home Secretary Charles Clarke launched a withering attack on the senior judiciary, citing the case of anti-terrorist control orders, which were overturned by the Appeal Court without offering advice on how to make them comply with human rights law.
- It presents every citizen with a set of fundamental rights for the first time.
- The law offers protection for the people from the state and has helped a string of people obtain justice.
- The Act means people can get justice in the British courts without having to take their cases to the European Court of Human Rights.
- The Act appears to put the rights of some criminals above those of their victims.
- It has been accused of adding to the cost of litigation and fuelling the compensation culture. “Slopping out” cases in Scotland have cost taxpayers, could argue has hindered fighting crime by costing so much.
- Publicity surrounding high-profile cases involving the Act helps to undermine confidence in the legal system.

Accept and credit any other relevant, recent examples.

2. Context B: The Causes and Effects of Crime in the UK

Critically examine the view that white-collar crime has the greatest social and economic impact on groups in society. (30)

General Points:

- Quality answers will have a coherent structure and balanced analysis.
- Reward up-to-date exemplification.
- Credit highly candidates who make reference to and comment on secondary analysis eg newspaper articles and documentaries.
- Credit candidates who make implicit conclusions throughout the essay.
- Acknowledgement of alternative viewpoints/arguments should be discussed to merit an A.
- Look for development including up-to-date examples.

Expect candidates to have a balance of theory backed up by exemplification. This is a question which lends itself to analysis and responses should be easy to differentiate to this basis.

- Analysis of impact of violent crime – emotional, financial.
- Analysis of white-collar crime – “victimless?” financial impact/cost – £14bn per year fraud and forgery in UK burglary 3bn approx.
- Some assessment of reliability of crime statistics.
- Comparisons of impact – on society (financial cost, physical damage, response of govt), on victim, on perpetrator.
- Direct losses from online phishing scams, where customers are duped into disclosing personal financial data, rose by 90 per cent, from £12.2m in 2004 to £23.2m in 2005, according to the Association for Payment Clearing Services.
- Traditional offences are increasingly conducted in cyberspace. Paedophile pictures online, cyber blackmail and ID theft as priorities in Scotland Yard’s fight against cybercrime. Of these, ID theft crimes (which are associated with huge financial losses) are the highest priority.
- Cybercrime should be higher up the political agenda, according to Ghaffur, who said the area currently receives “insufficient funding and resources”. He called for cybercrime to be reported as a separate category in crime statistics so that its true scope would be more clear.
- The Serious and Organised Crime Agency (SOCA), an FBI-style police force which began operation in the UK in 2006, is taking the lead in the fight against Britain’s organised criminals.
- The media increasingly report cases of business or professional people caught out in serious offences, sometimes for behaviour which they did not expect to be treated as criminal, and for which it is often difficult to secure a conviction.
- Study of the distribution and frequency of white-collar crimes is made problematic by the fact (not in itself unimportant) that, especially in the common law countries where the concept was first formulated, most white-collar crimes are not included in the official statistics which serve as the basis for debates about ‘the crime problem’. Supplementing official statistics with victim reports is difficult because the victims are often unaware of their victimisation; and even where this is not the case, as in organisations subject to fraud.
- Reported often as media scandals does this change the profile of white-collar crime – recent examples – NatWest, Farepak.
- Impact on groups in society of other types of crime should be considered as well.

3. Context C: Responses to Crime in the UK

To what extent are the UK police now “citizen focused” rather than “criminal focused”?

(30)

General Points:

- Quality answers will have a coherent structure and balanced analysis.
- Reward up-to-date exemplification.
- Credit highly candidates who make reference to and comment on secondary analysis eg newspaper articles and documentaries.
- Credit candidates who make implicit conclusions throughout the essay.
- Acknowledgement of alternative viewpoints/arguments should be discussed to merit an A.
- Look for development including up-to-date examples.

Expect candidates to have a balance of theory backed up by exemplification. This is a question which lends itself to analysis and responses should be easy to differentiate on this basis.

- Recent claims that policing is “citizen focused” – *Citizen-focused policing is a new way of policing in which the needs and expectations of individuals and local communities are always reflected in police decision-making and service.*
- Critics argue still “criminal focused” and reactive – failing to meet targets.
- High profile “police failings”.
- Analysis of recent measures to prevent crime and put innocent first – relationship/public satisfaction with police force (MORI evidence).
- Analysis of recent measures that still seem to protect criminal over innocent – Human Rights legislation?
- The British Crime Survey shows that national levels of confidence in the police, as measured by asking people whether they thought the police ‘were doing a good job’, remained virtually unchanged during the 1990s but have fallen since 1998.
- Other improvements – impact of Macpherson – better community links/relationships – Equality and Diversity training.

4. Context D: Penal Systems in the UK

*“Prison is meant to punish and rehabilitate. Prison fails on both counts.”
To what extent is this the case?*

(30)

General Points:

- Quality answers will have a coherent structure and balanced analysis.
- Reward up-to-date exemplification.
- Credit highly candidates who make reference to and comment on secondary analysis eg newspaper articles and documentaries.
- Credit candidates who make implicit conclusions throughout the essay.
- Acknowledgement of alternative viewpoints/arguments should be discussed to merit an A.
- Look for development including up-to-date examples.

Expect candidates to have a balance of theory backed up by exemplification. This is a question which lends itself to analysis and responses should be easy to differentiate to this basis.

- Some candidates may suggest it is supposed to do more than this – accept this.
- Arguments & recent evidence to suggest prison failing – expect some examination of “failing” – to meet aims? To punish?
- Recidivist rates approx 60% suggests prisons don’t punish.
- 25,000 walked free before end of sentences.
- Missing prisoners.
- Prisons don’t punish – courts do.
- Capacity increasing to 96,000 – “Titan jails”.
- Arguments & recent evidence to suggest prison failing to rehabilitate – overcrowding – meeting performance indicators by inspectors?
- Accusations that the Government is “building its way out of crisis of failing prison system.”
- Arguments/evidence to suggest that prisons don’t fail – prisoners do, society does?
- Prison works – other failings of society – poverty, drugs etc.
- Accept successful rehabilitation examples – restorative justice, successful schemes and support in many prisons.

5. (a) *Web-based surveys are becoming widely used in social science research.*

To what extent is it true to say that, for social science research, web-based surveys offer significant advantages over more traditional survey techniques?

You should refer to specific research examples in your answer.

(8)

General points:

- Award up to 3 marks for a point that is developed and relevant.
- If no reference to advantages/disadvantages of more traditional methods, maximum of 6 marks.
- If no expression of the extent to which...then maximum 6 marks.
- If no specific examples, maximum 6 marks.
- If neither specific examples nor 'to what extent' maximum 4 marks

Answer:

Does not have advantages:

Coverage bias

Significant numbers of people do not have access or choose not to use the Internet. It is also clear that there are wide disparities in Internet access among ethnic and socioeconomic groups.

Survey researchers have much to learn concerning the most effective ways to conduct surveys over the Internet.

While in its early stages, research on Internet-based survey methodology has identified a number of factors that influence data quality. Of note, several studies have found Internet surveys have significantly lower response rates than comparable mailed surveys.

The Web is a very public place and unless steps are taken to limit access to a survey, it may be found and responded to by people who are not among those sampled by the researcher. This can either happen by accident or maliciously. Since one only has to "click" their mouse pointer on the "submit" button to respond to a Web-based survey instrument once it is filled out, it is also quite possible for respondents to either mistakenly or purposefully submit multiple copies of their responses.

Several studies have found that response rates for Internet surveys are lower than equivalent mail surveys (Medin, Roy & Ann, 1999; Cooper, Blair & Triplett, 1999). As noted by Crawford and colleagues (2001), this may be due to our lack of knowledge on how to achieve high response rates using the Internet surveys. The lower response rates for Internet surveys may also reflect coverage bias, the lack of familiarity with the media and/or lack of convenient access to the Internet. In the author's experience, Web congestion can also be a factor in lowering response rates for Web surveys particularly with people who have relatively little experience with the Internet.

Some reference to traditional methods of research and what is good about them eg phone/postal research (Can't get full marks without some reference to this).

Does have advantages:

Reducing the time and cost of conducting a survey.
Avoiding the often error prone and tedious task of data entry.

(As the World Wide Web has grown in popularity, the use of Hypertext Mark-up Language (HTML) forms or Web-based surveys are becoming the dominant method of gathering survey data. These forms streamline the data collection process formatting and entering responses directly into a database for analysis. Since HTML forms can be made programmable, it is also possible to have real time error checking and correction increasing the accuracy of the data collection process. The formatting capabilities of HTML allow the creation of easy-to-read and attractive forms that may improve response rates. In addition, the programmability of HTML forms makes it possible to randomly order responses and tailor options based on information the respondent supplies earlier in the survey.)

Combining an email “cover letter” as a means of contacting sampled people with the use of an HTML form for data collection provides an especially effective and efficient approach to Internet surveying. Modern email packages automatically convert universal resource locators (URLs) or web-addresses in the text of an email into hyperlinks. Placing the URL of the survey form in a cover letter email allows the respondent to “click” their mouse on the URL to display the survey form and subsequently fill it out.

Some reference to traditional methods of research and what is not good about them eg phone/postal research (Can’t get full marks without some reference to this).

Examples:

The advent of the NHSnet, the NHS computer network, and the establishment of the new NHS e-mail and directory service for all NHS staff in the UK could enable implementation of large-scale Internet-based surveys of GPs and other health professionals. Commercial interest is growing in this area, with doctors receiving invitations to join reward schemes in return for completing web-based surveys, mainly for the pharmaceutical industry (www.Medix-uk.com).

If no reference to advantages/disadvantages of more traditional methods, maximum of 6 marks.

If no expression of the extent to which...then maximum 6 marks.

5. (b) *What would constitute good practice when planning and conducting an effective questionnaire for social science research into an issue within the Law and Order topic?*

(7)

General points:

- Award up to 3 marks for a point that is developed and relevant. It should be related to the topic referred to in the question.
- Must cover both planning and conducting. If either is not covered, maximum 4 marks.
- Be generous with what the candidate considers a questionnaire to be. It could be a questionnaire or a survey.

Questionnaire/survey

The basic process of questionnaire/survey research can be outlined as follows:

define your research aims

identify the population and sample

decide how to collect replies

design your questionnaire

run a pilot survey

carry out the main survey

analyse the data.

6. Study the information below and then answer the questions which follow.

Table 1: Public Confidence in the Criminal Justice System (percentage very/fairly confident) in England and Wales.

	2001-02	2002-03	2003-04	2004-05
Respects the rights of people accused of committing a crime and treats them fairly	76	77	77	78
Treats people who come forward as witnesses well	n/a	n/a	n/a	n/a
Effective in bringing people who commit crimes to justice	44	39	41	43
Deals with cases promptly and efficiently	39	36	38	39
Effective at reducing crime	36	31	35	39
Meets the needs of victims of crime	34	30	32	34
Dealing with young people accused of crime	25	21	24	27

(a) As a social science researcher, to what extent can valid and reliable conclusions be made from this information?

(8)

- Candidates should define validity and reliability.
- Award up to 3 marks for a point that is **specific and in detail**.
- If no expression of 'to what extent' award maximum 6 marks.
- Lack of validity and reliability suggested by:
Absence of detail regarding sample size, location, date collected, method of sample selection.

Source of sample: no information on who carried this out.
Missing data (N/A)
Questions asked too vague: % very/fairly confident in England/Wales
- Factors that do suggest validity and reliability:
Questions are relevant and linked to public confidence in CJS
Trends and time: 2001 and 2005 – lead to analysis

- (b) *Describe, in detail, the main differences between qualitative and quantitative research.* (7)

You should refer to specific research examples in your answer.

General points:

- Award up to 3 marks for a difference depending on detail, relevance and exemplification.
- If there is no reference to specific research examples, award maximum of 5 marks.

Specific points:

- Qualitative research involves analysis of data such as words (for interviews)
- Quantitative research involves analysis of numerical data.

Some differences are as follows:

Qualitative:

Researcher may only know roughly what he/she is looking for.

Quantitative:

Researcher knows clearly in advance what he/she is looking for.

Qualitative:

Recommended during earlier phases of research projects.

Quantitative:

Recommended during latter stage of research.

Qualitative:

Researcher is the data gathering instrument.

Quantitative:

The researcher uses tools such as questionnaires to collect numerical data.

Qualitative:

Data is in form of words.

Quantitative:

Data is in form of numbers/statistics.

Qualitative:

Subjective – individual's interpretation of events.

Quantitative:

Objective – precise measurements.

STUDY THEME 3: THE EUROPEAN UNION AND RESEARCH METHODS

SECTION A

Context A: Political Relations

1. *To what extent have UK national and international interests led to serious conflict within the European Union?* (30)

General points:

- Quality answers will have a coherent structure and balanced analysis.
- Reward up-to-date exemplification.
- Credit highly candidates who make reference to and comment on secondary analysis eg newspaper articles and documentaries.
- Credit candidates who make implicit conclusions throughout the essay.
- Candidates are expected to deal with both national and international interests – do not pass answers which deal with only one aspect.
- Acknowledgement of alternative viewpoints/arguments should be discussed to merit an A.
- Look for development including up-to-date examples.

Expect reference to some of the following:

- Constitution
- Euro
- Opt outs
- Sovereignty
- CAP
- Migration
- Relations with USA
- Commonwealth
- War in Iraq/Afghanistan.

Context B: Representation and Participation in the European Parliament

2. *“The European Parliament has failed to capture the imagination of the electorate in the European Union.”*

To what extent is this statement accurate?

(30)

General points:

- Quality answers will have a coherent structure and balanced analysis.
- Reward up-to-date exemplification.
- Credit highly candidates who make reference to and comment on secondary analysis eg newspaper articles and documentaries.
- Credit candidates who make implicit conclusions throughout the essay.
- Candidates are expected to deal with both national and international interests – do not pass answers which deal with only one aspect.
- Acknowledgement of alternative viewpoints/arguments should be discussed to merit an A.
- Look for development including up-to-date examples.

Expect reference to some of the following:

- Election turnout in different countries
- Numbers voting
- Referendum results
- UK turnouts
- Success of UKIP
- Divisions within the major parties
- Voting with their feet
- Constitution debate
- Apathy of voters
- Lacklustre campaigns
- Influence of media.

Context C: The European Union and its International Involvement

3. Assess the effectiveness of European Union policies on security. (30)

General points:

- Quality answers will have a coherent structure and balanced analysis.
- Reward up-to-date exemplification.
- Credit highly candidates who make reference to and comment on secondary analysis eg newspaper articles and documentaries.
- Credit candidates who make implicit conclusions throughout the essay.
- Candidates are expected to deal with both national and international interests – do not pass answers which deal with only one aspect.
- Acknowledgement of alternative viewpoints/arguments should be discussed to merit an A.
- Look for development including up-to-date examples.
- Candidates are expected to deal with both UK and other members of the European Union countries – although you might expect greater focus on the UK.

Expect reference to some of the following:

- European Security and Defence Policy
- Maastricht Treaty/Treaty of Amsterdam
- Internal Security
- Response to 9/11
- Anti terrorism legislation
- NATO
- Rapid Reaction Force
- Involvement in Iraq
- Involvement in Afghanistan
- Possible EU Foreign Minister
- Single European Sky
- Galileo.

Context D: Social Developments in the European Union with reference to the UK and the EU.

4. To what extent have European Union policies to deal with discrimination been effective? (30)

General points:

- Quality answers will have a coherent structure and balanced analysis.
- Reward up-to-date exemplification.
- Credit highly candidates who make reference to and comment on secondary analysis eg newspaper articles and documentaries.
- Credit candidates who make implicit conclusions throughout the essay.
- Candidates are expected to deal with both national and international interests – do not pass answers which deal with only one aspect.
- Acknowledgement of alternative viewpoints/arguments should be discussed to merit an A.
- Look for development including up-to-date examples.
- Candidates are expected to deal with both UK and other members of the European Union countries – although you might expect greater focus on the UK.

Expect reference to some of the following:

- UN Covenant on Civil and Political Rights, Economic, Social and Political Rights
- European Convention on Human Rights and Fundamental Freedoms
- Racial Equality Directive
- Employment Equality Directive
- Provisions of Amsterdam Treaty
- Community Action Programme
- PROGRESS
- The NOW initiative
- European Employment Strategy
- Gender Mainstreaming
- Implementation/enforcement issues.

SECTION B

5. (a) *Web-based surveys are becoming widely used in social science research.*

To what extent is it true to say that, for social science research, web-based surveys offer significant advantages over more traditional survey techniques?

You should refer to specific research examples in your answer.

(8)

General points:

- Award up to 3 marks for a point that is developed and relevant.
- If no reference to advantages/disadvantages of more traditional methods, maximum of 6 marks.
- If no expression of the extent to which...then maximum 6 marks.
- If no specific examples, maximum 6 marks.
- If neither specific examples nor 'to what extent' maximum 4 marks

Answer:

Does not have advantages:

Coverage bias

Significant numbers of people do not have access or choose not to use the Internet. It is also clear that there are wide disparities in Internet access among ethnic and socioeconomic groups.

Survey researchers have much to learn concerning the most effective ways to conduct surveys over the Internet.

While in its early stages, research on Internet-based survey methodology has identified a number of factors that influence data quality. Of note, several studies have found Internet surveys have significantly lower response rates than comparable mailed surveys.

The Web is a very public place and unless steps are taken to limit access to a survey, it may be found and responded to by people who are not among those sampled by the researcher. This can either happen by accident or maliciously. Since one only has to "click" their mouse pointer on the "submit" button to respond to a Web-based survey instrument once it is filled out, it is also quite possible for respondents to either mistakenly or purposefully submit multiple copies of their responses.

Several studies have found that response rates for Internet surveys are lower than equivalent mail surveys (Medin, Roy & Ann, 1999; Cooper, Blair & Triplett, 1999). As noted by Crawford and colleagues (2001), this may be due to our lack of knowledge on how to achieve high response rates using the Internet surveys. The lower response rates for Internet surveys may also reflect coverage bias, the lack of familiarity with the media and/or lack of convenient access to the Internet. In the author's experience, Web congestion can also be a factor in lowering response rates for Web surveys particularly with people who have relatively little experience with the Internet.

Some reference to traditional methods of research and what is good about them eg phone/postal research (Can't get full marks without some reference to this).

Does have advantages:

Reducing the time and cost of conducting a survey.
Avoiding the often error prone and tedious task of data entry.

(As the World Wide Web has grown in popularity, the use of Hypertext Mark-up Language (HTML) forms or Web-based surveys are becoming the dominant method of gathering survey data. These forms streamline the data collection process formatting and entering responses directly into a database for analysis. Since HTML forms can be made programmable, it is also possible to have real time error checking and correction increasing the accuracy of the data collection process. The formatting capabilities of HTML allow the creation of easy-to-read and attractive forms that may improve response rates. In addition, the programmability of HTML forms makes it possible to randomly order responses and tailor options based on information the respondent supplies earlier in the survey.)

Combining an email “cover letter” as a means of contacting sampled people with the use of an HTML form for data collection provides an especially effective and efficient approach to Internet surveying. Modern email packages automatically convert universal resource locators (URLs) or web-addresses in the text of an email into hyperlinks. Placing the URL of the survey form in a cover letter email allows the respondent to “click” their mouse on the URL to display the survey form and subsequently fill it out.

Some reference to traditional methods of research and what is not good about them eg phone/postal research (Can’t get full marks without some reference to this).

Examples:

The advent of the NHSnet, the NHS computer network, and the establishment of the new NHS e-mail and directory service for all NHS staff in the UK could enable implementation of large-scale Internet-based surveys of GPs and other health professionals. Commercial interest is growing in this area, with doctors receiving invitations to join reward schemes in return for completing web-based surveys, mainly for the pharmaceutical industry (www.Medix-uk.com).

If no reference to advantages/disadvantages of more traditional methods, maximum of 6 marks.

If no expression of the extent to which...then maximum 6 marks.

5. (b) *What would constitute good practice when planning and conducting an effective questionnaire for social science research into an issue within the European Union topic?*

(7)

General points:

- Award up to 3 marks for a point that is developed and relevant. It should be related to the topic referred to in the question.
- Must cover both planning and conducting. If either is not covered, maximum 4 marks.
- Be generous with what the candidate considers a questionnaire to be. It could be a questionnaire or a survey.

Questionnaire/survey

The basic process of questionnaire/survey research can be outlined as follows:

define your research aims

identify the population and sample

decide how to collect replies

design your questionnaire

run a pilot survey

carry out the main survey

analyse the data.

6. Study the information below and then answer the questions which follow.

Information Sources which most help citizens of the European Union form their opinion on enlargement. (Selected Countries) – Multiple answers were possible.

	TV	Newspapers	Radio	Internet	Discussions with friends/relatives/colleagues
	%	%	%	%	%
EU25	71	43	29	18	14
Belgium	80	46	42	24	15
France	73	41	34	20	21
Italy	56	35	09	08	09
Latvia	78	42	37	26	10
Hungary	77	35	35	15	09
Netherlands	77	67	30	35	21
Austria	62	61	40	16	25
Poland	77	26	39	21	10
Slovakia	82	50	47	23	16
Sweden	78	69	38	29	20
UK	63	42	24	19	07
Romania	79	41	38	17	13
Croatia	83	47	23	11	14

Source: Special EUROBAROMETER255 (adapted)

(a) As a social science researcher, to what extent can valid and reliable conclusions be made from the information? (8)

- Candidates should define validity and reliability.
- Award up to 3 marks for a point that is **specific and in detail**.
- If no expression of ‘to what extent’ award maximum 6 marks.

Candidates should be able to identify that, for the most part, this source is **lacking both validity and reliability**.

Lack of validity is suggested by:

- absence of detail regarding sample size, location, timing and method of sample selection
- lack of clarity regarding how many responses could be made
- only selected EU countries shown, 12 out of 25 missing
- use of “information sources which most help.”

Lack of reliability is suggested by:

- openness of title
- lack of the ‘specific’ question asked
- lack of information regarding the specific numbers asked in each country.

Factors which do suggest validity and reliability:

- EUROBAROMETER is an official EU statistics gathering organisation
- % figures used – useful for comparisons.

- (b) *Describe, in detail, the main differences between qualitative and quantitative research.* (7)

You should refer to specific research examples in your answer.

General points:

- Award up to 3 marks for a difference depending on detail, relevance and exemplification.
- If there is no reference to specific research examples, award maximum of 5 marks.

Specific points:

- Qualitative research involves analysis of data such as words (for interviews)
- Quantitative research involves analysis of numerical data.

Some differences are as follows:

Qualitative:

Researcher may only know roughly what he/she is looking for.

Quantitative:

Researcher knows clearly in advance what he/she is looking for.

Qualitative:

Recommended during earlier phases of research projects.

Quantitative:

Recommended during latter stage of research.

Qualitative:

Researcher is the data gathering instrument.

Quantitative:

The researcher uses tools such as questionnaires to collect numerical data.

Qualitative:

Data is in form of words.

Quantitative:

Data is in form of numbers/statistics.

Qualitative:

Subjective – individual's interpretation of events.

Quantitative:

Objective – precise measurements.

[END OF MARKING INSTRUCTIONS]