



**Scottish Baccalaureate in Social Sciences**

**Exemplar 1 - “How does the media influence voting behaviour?”**

**Grade C**

## Social Sciences: Interdisciplinary Project

### Proposal

<b>Candidate name</b>	Joan Mitchell								
<b>SCN</b>									
<b>Centre name</b>	Riverview Secondary School								
<b>Assessor name</b>	Ann Jones								
<b>Project title</b>	How Does The Media Influence Voting Behaviour?								
<b>Project outline</b> ( <i>what it is you want to do and how will you go about it</i> )									
<p>I hope to be able to show a link between how people vote and what role the media plays in this. I would like to give people information to help them when choosing who to vote for.</p>									
<b>Reasons for choosing this project</b> ( <i>eg personal interest, future plans, links to other subjects you are studying/ have studied</i> )									
<p>I enjoyed the media topic I studied in Higher Sociology and I am currently studying Higher Politics. I would like to be able to look at the links between these two subjects. I am also interested in studying for a Social Sciences degree at university.</p>									
<b>The broad contexts this project will cover are</b>									
<input checked="" type="checkbox"/> Citizenship <input type="checkbox"/> Enterprise <input checked="" type="checkbox"/> Employability <input type="checkbox"/> Economic development <input type="checkbox"/> Sustainable development									
<b>Learning environments I will access are</b>									
<p>I will look in the school library for Sociology and Politics books and use the school IT facilities for websites to carry out research. My teachers may be able to give advice on books and websites in these areas. I will go to the local university library to look for more information from journal articles.</p> <p>I will contact the local MSP to ask him questions on how he uses the media in his campaigns.</p> <p>IT teachers could advise me on using search engines and on using IT to design my questionnaire</p>									
<b>How I will use my knowledge of Social Sciences</b>									
<p>I will use my knowledge of the sociology of the media to look at how the media is used to persuade people to behave in certain ways. I know about statistics on voting behaviour from studying Politics. I could use this to help me with my research on</p>									

voting behaviour.

**The skills I will develop and/or improve in the course of this project are:**

*(carry out a short analysis of your current strengths and weaknesses in the skills areas below and how you think your project will allow you to develop and/or improve these skills)*

- **application of subject knowledge and understanding**

I have studied research methods in Sociology and could use this to help with research. For example, I have answered exam questions on questionnaires and interviews but I have not carried out research using these. I will be able to use these methods in my project.

- **research skills – analysis and evaluation**

I have not carried out a project like this before. I hope to develop the skills of collecting information myself. I feel that my research skills using school websites and textbooks are fair and I hope to improve these by using online journals.

- **interpersonal skills – negotiation and collaboration**

My interpersonal skills are quite good and I work well with other pupils and my teachers though I hope to improve speaking with other people.

- **planning: time, resource and information management**

I have struggled to manage my time on other coursework but if I give myself weekly targets I will be able to meet deadlines in the project. This will be a good learning experience for me.

- **independent learning – autonomy and challenge in own learning**

I do enjoy the challenge of working independently and I know that this is a useful skill for university. I am a motivated person and I think I will do well in this area.

**problem solving – critical thinking: logical and creative approach**

I feel that I have good problem-solving skills and I will be able to develop these in this project. I am confident in working in a creative way and I know that these skills will be useful when I present my findings.

- **presentation skills**

I may present my project as a power point presentation. This would give me the opportunity to improve my use of IT in presentations. I could also present my findings to the MSP as a written report which would allow me to use my IT skills in a different way. I could ask the IT teachers for advice on putting together a formal report using IT.

- **self evaluation – recognition of own skills development and future areas for development**

I have not had much experience of reflecting on work I have done and I hope the project will help me to do that.

I hope the weekly plan will help me to monitor my progress and if I keep good notes I could use these to help me to reflect on skills I develop.

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**Assessor feedback to candidate**

I'm pleased to see you that you have taken on board some of the points we discussed after your first submission and I am now happy to approve your proposal. Your project title gives you the opportunity to use your knowledge from previous study and it will allow you to draw on different disciplines within the Social Sciences  
 You have now recognised that you will have to access less familiar learning environments. It would be useful to contact the university as early as possible so that you can get on with your research. You say that you will have the opportunity to develop interpersonal skills in your communication with other people but you may wish to think about how you will develop these skills.

<b>Proposal approved</b>	Yes	<b>Further work required</b>	
<b>Candidate signature</b>			<b>Date</b>
<b>Assessor signature</b>			<b>Date</b>

## Social sciences: Interdisciplinary Project

### Plan

<b>Candidate name</b>	Joan Mitchell								
<b>SCN</b>									
<b>Centre name</b>	Riverview Secondary School								
<b>Assessor name</b>	Ann Jones								
<b>Project title</b>	How does the media influence voting behaviour?								
<p><b>Is this a group project?</b>    yes    <input type="checkbox"/>    no    <input checked="" type="checkbox"/></p> <p><b>If a group project my individual role or responsibilities will be:</b></p>									
<p><b>Timescales</b> (<i>this should be a detailed timeline and any separate spreadsheets or charts should be included as evidence</i>)</p> <p>My reading should be done by September.          October - I will go to the university library and contact the MSP.          November - I will interview the MSP to find out how his political campaigns have been run.          December – contact the IT department to ask for some feedback on my questionnaire design.          January - I will carry out my questionnaire with teachers and support staff in the school.          February - I will put my findings together and ask advice from IT teachers on how to use the power point software to present my findings.          February - I will carry out my presentation and write up my findings in a more formal report for the MSP.          March – evaluations completed.</p>									
<p><b>Planning</b> (<i>how you are going to meet the agreed objectives of your project</i>)</p> <p>The first part to do is to use the school library, books and websites to make notes for the research for my project.          I will need to contact the university library and the MSP to arrange to collect the other information I need. I will then be able to visit the university library to get information from journal articles. Once I have done this I can interview the MSP about his political campaigns. I will then carry out my questionnaire with staff in the school to collect information on voting behaviour. I will then be ready to put my information together and then seek advice from IT staff on how to use IT to present this in a power point presentation and as a formal report. The final part will be to complete my evaluations.</p>									
<p><b>Resources</b> (<i>eg people, materials, places</i>)</p> <p>Sociology and Politics teachers at my school, IT teachers for help with presenting</p>									

skills, library staff at the local university and the local MSP.

Sociology and politics books, internet sites and online journals.

Teachers and support staff to answer my questionnaire.

**Research methods** (*eg contacting companies, surveys, focus groups, experimentation*)

Using the internet and books for information already collected by other people. This will be my secondary data. An example is statistics on voting behaviour.

My interview with the MSP and my questionnaire are two examples of how I can collect primary data.

**Presentation**

- **Who do I think will benefit from listening/reading/looking at my presentation of my project findings/product?**

MSP

My Sociology and Politics classes

- **What methods are appropriate to my audience(s)** (*eg demonstration, presentation software, websites, oral, report, piece of theatre, dvd, wiki/blog or any combination*)

Power point presentation to school pupils is useful as I am presenting to a group and this is an easy way to do this.

I would write up my findings in a more formal way for the MSP.

**Dependencies** (*what is required for your project to go ahead ie reliance on other people or resources, steps in plan that must be completed before starting the next step*)

I will need to rely on the cooperation of IT teachers, MSP and university library staff. I need to have access to statistics on voting behaviour patterns from recent research and I need to be able to interview an MSP. This needs to be completed before I draw up the questionnaire as the questions in the questionnaire will follow on from the interview. I am also relying on people being willing to answer my questionnaire.

**Contingencies**

**Any anticipated problems**

I may not be able to get to the university library.

The MSP cannot meet with me

**My plans for overcoming the anticipated problems.**

Use the resources available in the school library.

Ask someone who works at the campaign office for the information I need.

Teachers don't have time to fill in the questionnaire.	Ask parents, friends and relatives instead.
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**Method for recording my skills development and future areas for improvement**

I will write up my weekly plan to keep a note of my progress and the skills I have developed. This will help me to see what has been positive and what has been negative.

**Assessor feedback to candidate**

Your plan is fairly clear and linked to your proposals. It should give you the opportunity to complete all the stages of the project. Your timescales are realistic but you may wish to look at getting more of your project done earlier in the academic year. It should help you to put your proposal into practice. You may also like to think about other commitments on your time. You have included resources relevant to the project and identified both primary and secondary research methods. Remember to think about how you design your questionnaire to cover any ethical issues. You have included comments on dependencies and contingencies. However, if you could not meet the MSP would your contingency help you to fulfil your plan? What else could you do?

<b>Plan approved</b>		<b>Further work required</b>	
<b>Candidate signature</b>			<b>Date</b>
<b>Assessor signature</b>			<b>Date</b>

# Social Sciences: Interdisciplinary Project

## Presentation of Project Findings/Product

<b>Candidate name</b>	Joan Mitchell
<b>SCN</b>	
<b>Centre name</b>	Riverview Secondary School
<b>Assessor name</b>	Ann Jones
<b>Project title</b>	How does the media influence voting behaviour?

**How I presented my project findings** *(describe in detail how you presented your project findings and explain the choices you have made with regard to your presentation method(s) and audience(s))*

I put together a power point to present my findings to the Politics and Sociology Higher students and their teachers. I wrote up my findings in a report and sent it to the MSP.

### **Assessor feedback to candidate**

The use of a power point presentation was a good way to present your findings to a group of people. It allowed you to show the development of your IT skills and your ability to speak in public. The information you gathered was presented in a way that was appropriate to your audience and the use of graphs to show voting trends was very clear. You were a little nervous and hesitant to start with but you settled down and managed to hold the interest of your audience. It might have been beneficial to have practised your presentation with some members of your class first. You were able to show what you had learned about media influences on voting behaviour. It was clear from your presentation that you understood the links between your two disciplines and that you had been able to analyse the data you had collected and present it in a meaningful way.

<b>Candidate signature</b>		<b>Date</b>	
<b>Assessor signature</b>		<b>Date</b>	

## Social sciences: Interdisciplinary Project

### Evaluation of project

<b>Candidate name</b>	Joan Mitchell									
<b>SCN</b>										
<b>Centre name</b>	Riverview Secondary School									
<b>Assessor name</b>	Ann Jones									
<b>Project title</b>	How does the media influence voting behaviour?									
<p><b>How successful has my project been overall?</b> <i>(consider the strengths, weaknesses and learning points of your planning, implementation and findings/outcomes giving examples to support your comments)</i></p> <p>I completed my project but I did leave some of the data collection to the last minute and this gave me less time to put together my presentation. This showed me that I need to think more carefully about how much work is involved in each stage and to try to stick more closely to my plan's deadlines. My teacher was there to prompt me at different stages of the project but this will not happen at university so I will have to learn to work more independently if I am going to succeed.</p> <p>Although I was nervous at the start, I think my presentation was quite good and the classes seemed interested. My written report for the MSP was a bit rushed and I forgot to include slides of the presentation which would have made it better.</p>										
<p><b>How effective were my communication methods throughout the project?</b></p> <p>I thought my communication skills were good but through doing my project I have realised that they were not really and they are now better. My interview with the MSP was a good experience and it made me evaluate the ways communication between people I know and people I don't know differs. My questions for the interview were formal and so were appropriate for meeting with an MSP.</p> <p>The power point presentation was a good way to present my findings to the classes in school. This is because this method is familiar to them and it also gave me the opportunity to practise using IT skills in communication.</p>										
<p><b>Is there any aspect of my project that could be taken further? What might my next steps be?</b></p> <p>I could do a follow up questionnaire after the next election to get a better picture of how voting behaviour may have been influenced by media campaigns used by the different political parties.</p>										
<b>Candidate signature</b>								<b>Date</b>		

## Social sciences: Interdisciplinary Project

### Self evaluation of generic and cognitive skills development

<b>Candidate name</b>	Joan Mitchell								
<b>SCN</b>									
<b>Centre name</b>	Riverview Secondary School								
<b>Assessor name</b>	Ann Jones								
<b>Project title</b>	How does the media influence voting behaviour?								

*In evaluating your skills consider the skills analysis which you carried out at the Proposal stage and how you said you would develop and improve these skills. Now refer to your reflective diary/log/blog and feedback you have received and evaluate how you have developed and/or improved these skills through the work on your Interdisciplinary Project.*

#### **Application of subject knowledge and understanding**

*(Think about practical uses for the social sciences you have learned. How did you use your knowledge of social sciences effectively to help you carry out various aspects of your project and how it related to your chosen broad context(s)?)*

I used my knowledge of research methods used in Social Sciences to write the questions for my interview and questionnaire. I feel that this made the data I collected more useful. In my power point presentation I tried to show that voting is part of our role as citizens and it is important to have a say in who governs us.

#### **Research skills – analysis and evaluation**

*(Think about the research process. How did you plan, carry out, analyse and evaluate your research? You should evaluate your research methodologies, tools, resources and contacts, data recording and referencing, reliability and usefulness of data.)*

I did use Sociology and Politics books from the school library to read about my project topic. I got good ideas from these to help me with writing my questions to collect the data I needed. I found it difficult at first to find relevant journals as there are so many but after seeking advice from the university library staff I narrowed my search and this was helpful. The interview and questionnaire worked well as research methods for the data I wanted to collect.

Going through voting statistics was a bigger task than I thought. I need to work on understanding this type of data and choosing what is relevant to the project.

**Interpersonal skills – negotiate and collaborate**

*(Think about how you considered other peoples' views/feedback, discussed issues of concern, reached a solution where needed, adjusted your approach in response to a situation/environment, showed positive self belief and had the confidence to offer and ask for support.)*

I asked for help when I needed it. For example, from university library staff when I was unsure of the types of journals I needed. I also asked IT teachers for help in improving the presentation of my power point. I have used power point before but I wanted to make sure it was as good as it could be because I was presenting to a larger group of people and it was for the project.

The MSP answered one of my questions in a way I did not understand and I felt confident enough to ask him to explain what he meant. I am now more confident in talking to people I do not know and who are different from me.

**Planning – time, resource and information management**

*(Think about your time management. How did you set targets, monitor/record progress, consider any probable barriers to achievement and take steps to minimise them?)*

I tried to set targets that I thought I could meet. I tried to work to a weekly plan but I found that I had not thought about the demands on my time from other subjects and other coursework. This is why I ended up not spending as much time as I would have liked putting together the final presentation. I should have contacted the MSP earlier as I risked not being able to meet him due to demands on his time.

Fortunately, he agreed to squeeze me in between other engagements. In spite of these things, I did meet my final deadline so my plan worked in the end.

**Independent learning – autonomy and challenge in own learning**

*(Think about how you used your skills to make things happen, took the initiative to establish links with other learning environments/opportunities and looked for challenges rather than taking the easy option.)*

I found working through the statistics on voting behaviour quite difficult. However, because these were important to the project I kept going and I managed to make enough sense of them to show how they linked to my project. I showed initiative in seeking advice from IT teachers to help me improve my presentation skills when using power point. I feel that I managed to keep quite motivated throughout even when other coursework distracted me. Although my teacher was there to prompt me at key stages, I am pleased that I managed to work mainly on my own to complete the project and I know that this will be something I will need to develop at university.

**Problem solving – creative approaches; critical thinking; logical approaches**

*(Think about your problem solving skills. How did you generate and explore ideas, use logical and creative approaches, analyse source materials in order to support findings, reflect on problems and possible contributory factors and think critically about possible actions/changes?)*

I had contingencies in place to help me to solve problems if they arose. When I

realised that I had spent too long on data collection and would then be rushing to prepare my presentation, I sought advice from IT staff. If I had not sought advice it would have taken me even longer to put together the presentation and I may not have completed my project on time.

### **Presentation skills**

*(Think about how you presented your findings. Evaluate your presentation method(s), choice of audience(s), layout, structure, degree of formality and choice of content. Did your presentation include information/ideas/reflections with supporting detail in a logical order and reach a reasoned conclusion?)*

I chose to present to the Sociology and Politics classes in my school. I put together a power point presentation and tried to show the link between the background of media, politics and how the media can influence voting behaviour. I included information on voting behaviour patterns and also information from the questionnaires and interview to support the theories from sociology and politics. I also put my findings into a written report and sent this to the MSP. I hope to have the opportunity to improve on my presentation skills when I go on to university.

### **Self evaluation – recognition of own skills development and future areas for development**

*(Think about how you have developed throughout your project. How did you deal with feedback, praise, setbacks and criticism and their impact on your own development of knowledge, skills and understanding? To what extent did you ask for feedback, learn from experiences and how will you use these to inform future progress?)*

I was able to listen to feedback and take on board any criticism, even though I didn't like it. If I was doing another project I would plan better and try to keep to timescales. I have learned that there is always room for improvement as I thought I had good communication skills. Although I was less nervous than I thought I was still nervous speaking to people I didn't know, but got better as my project progressed.

The fact that I have gone through the process of this report has given me the confidence to believe that I can go on to university and hopefully do well.

*This section is not mandatory. It has been included to allow you the opportunity to undertake an overall reflection of your project.*

**Reflection on my experiences throughout this project** *(eg things you feel you have achieved, things you have done that you feel particularly proud of, anything you would do differently were you to do something similar in future)*

I am very proud of what I achieved and of the skills I developed which will help me in university and in my future working life.

**Skills that I have used in this project that I would like to develop further** *(eg using skills in even more challenging situations, more working on your own, more team working)*

Although I knew my teacher was always there to support me, the project has given me a valuable taste of working on my own, which is something I will have to develop further when I go to university. I am also more conscious of the importance of time management and keeping to deadlines rather than letting things drift.

## Social sciences: Interdisciplinary Project

### Assessor Report

Candidate name Joan Mitchell \_\_\_\_\_

Candidate number \_\_\_\_\_

Centre Riverview Secondary School \_\_\_\_\_

<b>Project proposal</b>	<b>Tick as appropriate</b>
<b>Grade C criteria</b>	
The title and aims of the project.	
Clear aims and reasoned arguments to support the relevance and practicability of the project.	✓
Identification of opportunities for:	
• own skills development	✓
• collaborative working	✓
• accessing less familiar learning environments	✓
• application of subject knowledge in a broad context	✓
• use of knowledge and skills across different disciplines	✓
• making connections between subject knowledge and the wider world	✓
Evidence of the ability to communicate clearly and concisely in advocating the proposal.	✓
<b>Grade A criteria, includes all of above plus</b>	
Well conceived proposal which sets creative and challenging goals which are at the same time realistic, achievable and practicable.	
Robust and carefully argued justification of the proposal.	
Substantial links and understanding of possible connections across disciplines contributing to the project.	✓
<b>Comments</b>	
Joan meets the criteria for Grade C. The links made between the disciplines within Social Sciences are strong.	

<b>Project plan</b>	<b>Tick as appropriate</b>
<b>Grade C criteria</b>	
Development of clear project objectives in line with the project proposal.	✓
Relevant and detailed planning strands to enable the project to be implemented, monitored, presented and evaluated.	✓
Realistic timescales and achievable milestones for each stage of the project.	✓
Clear identification of resources needed, research methodologies to be used, opportunities for support and feedback.	✓
<b>Grade A criteria, includes all of above plus</b>	
Careful selection and effective use of research/investigation techniques.	
Anticipation of probable and possible factors which may impact on the project.	
Clear identification of dependencies or reliance on the success of other strands of work and of necessary adjustments to the plan.	
Outline the process for achieving own identified development needs.	
<b>Comments</b>	
Joan has produced a plan that meets Grade C criteria. However, further development of dependencies and contingencies are necessary for a higher grade.	

<b>Presentation of project findings/product</b>	<b>Tick as appropriate</b>
<b>Grade C criteria</b>	
Evidence of effective and critical use of — resources, research methodologies, information and time management, prioritisation, problem solving approach to reach objectives, feedback, collaborative approaches, self monitoring.	✓
Application of specialist and interdisciplinary subject knowledge to establish meaningful connections within the broad context.	✓
Clear presentation of main findings/outcomes.	✓
<b>Grade A criteria, includes all of above plus</b>	
Critical thinking, analysis and reflection used at key stages in the project to construct rigorous arguments, draw convincing, well supported conclusions, identify and resolve issues.	
Skilful and creative use of resources, including people, information and learning context to progress the project.	✓
Accurate and deepening of understanding through application of subject knowledge in the chosen context, with meaningful connections well established.	
<b>Comments</b>	
Although a little hesitant at the start Joan presented in a competent manner and has fulfilled criteria for a Grade C. She was confident in using IT to present her findings.	

<b>Evaluation of project</b>	<b>Tick as appropriate</b>
<b>Grade C criteria</b>	
A critical and justified evaluation of all stages of the project process — planning, implementation and findings/outcomes in terms of strengths, weaknesses and learning points.	✓
Effective use of chosen communication method(s).	✓
<b>Grade A criteria, includes all of above plus</b>	
Incisive, well balanced evaluation of the project outcome against project aims, supported convincingly by well selected evidence.	
Careful choice and skilful use of communication and presentation methods(s).	
<b>Comments</b>	
Joan showed good use of presentation methods. Grade C criteria has been met.	

<b>Self evaluation of generic/cognitive skills development</b>	<b>Tick as appropriate</b>
<b>Grade C criteria</b>	
A critical evaluation of own skills development against the list of specified generic/cognitive skills.	✓
A reasoned evaluation of own strengths and key goals for development in the specified list of generic/cognitive skills, which takes account of feedback sought and evidenced from others throughout the project.	✓
<b>Grade A criteria, includes all of above plus</b>	
Insightful, balanced and well structured self evaluation of own development.	✓
Assertive and justified use of feedback from others in evaluation and identification of development areas.	
<b>Comments</b>	
Joan has provided an evaluation of her performance based on her experiences while carrying out the project. She has been very honest and insightful of her development through carrying out her project.	

The overall grade will be:

- A indicative of a highly competent performance which meets the additional Grade A criteria and consistently demonstrated a high degree of autonomy, initiative and effective information management across the five pieces
- B indicative of a competent Grade C performance across the five pieces, but with some aspects of work meeting the criteria for highly competent performance (as outlined by the Grade A criteria)
- C indicative of a competent performance across the five pieces, with all aspects of the work meeting the criteria identified for Grade C performance

<b>Overall Grade Awarded</b>	<b>C</b>
<b>Additional Comments/Overview</b> Joan's project has met her aims and objectives. Her presentation was good and showed links to the broader context of citizenship. Joan was honest in her self-evaluation and highlighted skills she will need to develop for university. She recognised the value of keeping a progress log to help develop her self-evaluation skills and she was able to use the log to seek advice to ensure she met her deadlines.	

**Assessor signature** \_\_\_\_\_ **Date** \_\_\_\_\_

**Internal verifier signature** \_\_\_\_\_ **Date** \_\_\_\_\_