

# Do Now - Exam Questions

## Stratification - Inequality

**Must** - Explain two reasons why women may still be paid less than men.

[4]

**Challenge** - Describe two types of authority identified by Max Weber

[4]

## FLASHBACK

1. List down 3 strengths of unstructured interviews.
2. List down 3 weaknesses of unstructured interviews.
3. List down 3 strengths of questionnaires.
4. List down 3 weaknesses of questionnaires.

## Do Now 21.3.19

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# FLASH CARDS

- RAG the list of keywords from Research Methods
- Create **FLASHCARDS** on the words you do not know.
- Once you have completed your **FLASHCARDS** – Spend 5 minutes playing taboo with the students on your table.

# Sociological Research Methods

- RAG – 4 & 7
- Create a Mind map on one of the areas you are least confident with.

## Plenary – Exam Question

Read the following passage and answer the questions.

A recent sociological study investigated the way that parents socialised their children. The study used a mixture of qualitative and quantitative data. This included questionnaires and unstructured interviews.

(a) Describe what is meant by qualitative data.[2]

(b) Explain two practical problems that the researchers may have faced in carrying out their research.[4]

©Discuss the usefulness of unstructured interviews in research. [12]

*You should explore at least two strengths and two weaknesses in your response.*

## a) Describe what is meant by qualitative data.[2]

- Award one mark for a basic definition suggesting that qualitative data has more detail.
- Award another mark for a development that refers to one of the points below or other relevant examples:
- contains more descriptive data rich in detail compared to quantitative data which has lots of numbers.
- may be produced using methods such as unstructured interviews or participant observation
- may produce answers with greater validity
- Award 0 marks for incorrect or irrelevant answers

(b) Explain two practical problems that the researchers may have faced in carrying out their research.[4]

- 2 marks available for each practical problem explained and applied to the question.
- If more than two problems are given, all issues should be marked according to the criteria and the two with the highest marks should be awarded.
- Award 1 mark each for a basic explanation of a practical problem the researchers may have faced, such as the following or other relevant factors:
  - finding people to interview
  - where to carry out the interviews
  - making sure they get enough returns.
    - time involved
    - funding
- Award 2 marks each for a more developed explanation such as:
- gaining a representative sample showing understanding of this
  - use of terminology, such as response rate
  - practical problems affecting representativeness
  - reasons for non-participation, sensitive subject.
- Award 0 marks for incorrect or irrelevant answers.

## Indicative content

- This content is not prescriptive and candidates are not expected to refer to all the material identified below. Credit will be given to the effective use of supporting sociological evidence. Some of the issues to consider in constructing an argument are:
- unstructured interviews are useful because they produce qualitative data that can be used to create rich and detailed data
- that they allow the researcher to change direction during the interview
- they are useful because they can find out information about hard to reach areas and groups.
- unstructured interviews may produce more valid data as answers may be more honest.
- questionnaires could be used to follow up the research
- the rapport created may lead to more honest answers
- consideration of the usefulness of unstructured interviews in conjunction with more quantitative methods.
- difficult to repeat, therefore lacking reliability
- time consuming
- relies on the skills of the interviewer
- hard to find a sample of volunteers as time involved
- lacks representativeness
- one sided or subjective
- reference to case studies such as Elizabeth Bott, Hannah Gavron, Ann Oakley, Dobash and Dobash