

Section A

Answer Question 1.

- 1 A questionnaire is a set of written questions designed for self-completion that is usually given or posted to respondents. Questionnaires produce quantitative data. As it is not practical to send a questionnaire to everyone that the researcher is interested in studying, it is necessary to select a sample of individuals from the wider research population. Various sampling techniques may be used to select this sample. The aim of sampling is usually to select a group of people with characteristics similar to the wider research population. This is known as a representative sample.

Questionnaires are commonly used in sociological research because they allow a large number of respondents to be asked a range of questions in a short space of time. Numerical information can therefore be collected on a large scale and, if a representative sample has been used, the information should accurately reflect the views of the wider research population. This approach is supported by *positivist sociologists*. However, interpretivists argue that questionnaires have little value in sociological research because they fail to reveal the complex nature of human behaviour.

- (a) What is meant by the term *positivist sociologists*? [2]
- (b) Describe **two** sampling techniques. [4]
- (c) Explain the difficulties for a researcher of achieving a representative sample. [8]
- (d) Assess the view that questionnaires have little value in sociological research. [11]

Section B

Answer **either** Question 2 **or** Question 3.

- 2 Explain and assess the postmodernist view that individuals no longer conform to traditional social identities. [25]
- 3 Explain and assess the strengths and limitations of using official statistics in sociological research. [25]

BLANK PAGE

Permission to reproduce items where third-party owned material protected by copyright is included has been sought and cleared where possible. Every reasonable effort has been made by the publisher (UCLES) to trace copyright holders, but if any items requiring clearance have unwittingly been included, the publisher will be pleased to make amends at the earliest possible opportunity.

To avoid the issue of disclosure of answer-related information to candidates, all copyright acknowledgements are reproduced online in the Cambridge International Examinations Copyright Acknowledgements Booklet. This is produced for each series of examinations and is freely available to download at www.cie.org.uk after the live examination series.

Cambridge International Examinations is part of the Cambridge Assessment Group. Cambridge Assessment is the brand name of University of Cambridge Local Examinations Syndicate (UCLES), which is itself a department of the University of Cambridge.