
SOCIOLOGY

9699/23

Paper 2 Theory and Methods

May/June 2018

1 hour 30 minutes

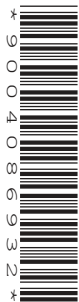
No Additional Materials are required.

READ THESE INSTRUCTIONS FIRST

An answer booklet is provided inside this question paper. You should follow the instructions on the front cover of the answer booklet. If you need additional answer paper ask the invigilator for a continuation booklet.

Answer Question 1 and **either** Question 2 **or** Question 3.

The number of marks is given in brackets [] at the end of each question or part question.



This document consists of **2** printed pages, **2** blank pages and **1** Insert.

Section A

Answer Question 1.

- 1 Content analysis is often used by sociologists to study the media. It is a method that is mostly used to collect quantitative data by counting how many times a word, theme or image occurs in a magazine, television programme or website. The Glasgow Media Group used content analysis to explore the language used in news reporting to see whether it contained political bias.

Interpretivists are critical of content analysis; they argue that the quantitative data collected using this method is low in *validity*. Interpretivists prefer methods that collect qualitative data, such as unstructured interviews and participant observation. However, positivists are critical of these qualitative approaches, which they see as unscientific.

- (a) What is meant by the term *validity*? [2]
- (b) Describe **two** strengths of using content analysis. [4]
- (c) Explain why interpretivists criticise the use of quantitative data in sociological research. [8]
- (d) Assess the limitations of using qualitative data in sociological research. [11]

Section B

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

- 2 Explain and assess the view that human behaviour is determined by structural forces. [25]
- 3 Explain and assess the post-modernist view that class divisions have little influence in shaping social identities today. [25]

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