1.9 The Media, Opinion Polls and Their Influence on UK Elections: 10-minute Pack

EDEXCEL 9PL0 · about 10 minutes

Total Marks

Name: _____ Date: ____ / ____ / _____

Answer ALL questions. Short answer questions may be answered in note form unless a question asks for a developed sentence. For levels-marked questions, write a well-structured, developed response using accurate political knowledge, named examples, and precise terminology. Allow approximately 10 minutes for the whole paper.

1 State two features of social media campaigning used by UK political parties since 2010.

(a) Feature one of social media campaigning used by UK parties since 2010. **(1)**

(b) Feature two of social media campaigning used by UK parties since 2010. **(1)**

(Total for Question 1 is 2 marks)

2 Explain how a tabloid newspaper endorsement might influence voting behaviour in a UK general election.

(Total for Question 2 is 3 marks)

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3 Explain three methodological reasons often cited for why opinion polls underestimated the Conservatives in the 2015 UK general election.

(a) Reason one for polling error in 2015. **(2)**

(b) Reason two for polling error in 2015. **(2)**

(c) Reason three for polling error in 2015. **(2)**

(Total for Question 3 is 6 marks)

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Mark scheme · 1.9 The Media, Opinion Polls and Their Influence on UK Elections: 10-minute Pack

Question 1

(a) identifies one feature, e.g. targeted advertising using voter data **B1**

(a) Answer: Targeted advertising using voter data and microtargeting.

(b) identifies a second feature, e.g. use of short viral videos or influencer amplification **B1**

(b) Answer: Use of short viral videos, hashtags and influencer amplification to shape online conversation.

Question 2

identifies an influence channel, e.g. shaping readers political perceptions through editorial framing **B1**

explains development, e.g. regular readers may take editorial stances as cues for voting choices **B1**

applies a consequence, e.g. endorsements can reinforce existing partisan choices more than convert committed opponents **B1**

Answer: Newspaper endorsements influence readers by framing issues and presenting a clear recommended choice; regular readers may treat the editorial stance as a cue and adjust weaker or undecided preferences accordingly, but endorsements are more likely to reinforce existing partisan loyalties than to convert strongly committed voters.

Question 3

(a) identifies a reason, e.g. non response bias where likely Conservative voters were less likely to take part **B1**

(a) explains how this biased the final sample and undercounted Conservative support **B1**

(a) Answer: Non response bias, where likely Conservative voters were less likely to take part in polls, produced a sample underrepresenting Conservative preferences and thus an undercount in published estimates.

(b) identifies a reason, e.g. weighting and turnout models that underestimated Conservative likelihood to vote **B1**

(b) explains how incorrect turnout models skewed the predicted vote share **B1**

(b) Answer: Incorrect turnout modelling and weighting assumptions meant pollsters underestimated the likelihood that Conservative supporters would actually turn out, skewing the projected vote share against the Conservatives.

(c) identifies a reason, e.g. sample frame problems such as undercoverage of older or rural voters **B1**

(c) explains how undercoverage can miss demographic pockets of stronger Conservative support **B1**

(c) Answer: Problems with the sample frame, including undercoverage of older, rural or less internet connected voters who leaned Conservative, meant polls missed pockets of support and underreported the party's true share.

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