2.3 Questionnaires and Social Surveys: 10-minute Pack

AQA 8192 · about 10 minutes

Total Marks

Name: _____ Date: ____ / ____ / _____

Answer ALL questions. Use sociological vocabulary and name sociologists where you can.

1 Young and Willmott's Bethnal Green study is a classic example of the social survey method. Explain what is meant by a 'social survey', using Young and Willmott's Bethnal Green study as an example.

(Total for Question 1 is 2 marks)

2 The social survey method, as used in studies like Young and Willmott's, has limitations as well as strengths. Explain one limitation of the social survey method.

(Total for Question 2 is 2 marks)

3 Researchers report how many questionnaires were successfully completed and returned. Define the term 'response rate'.

(Total for Question 3 is 2 marks)

4 State one way a researcher could try to improve the response rate to a postal questionnaire.

(Total for Question 4 is 2 marks)

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Mark scheme · 2.3 Questionnaires and Social Surveys: 10-minute Pack

Question 1

identifies a social survey as a large-scale study collecting standardised data, usually via structured questionnaires or interviews, from a sample intended to represent a wider population **B1**

development, e.g. Young and Willmott surveyed a sample of Bethnal Green residents about their contact with extended family **B1**

Answer: A social survey is a large-scale study that collects standardised data, usually via structured questionnaires or interviews, from a sample intended to represent a wider population. Young and Willmott used this method to survey Bethnal Green residents about their contact with extended family.

Question 2

identifies a genuine limitation, e.g. structured survey questions may not capture the full depth and meaning of family relationships **B1**

development, e.g. an interpretivist researcher would want to explore this through more in-depth qualitative methods instead **B1**

Answer: Structured survey questions may not capture the full depth and meaning of family relationships; an interpretivist researcher would want to explore this through more in-depth qualitative methods, such as unstructured interviews, instead.

Question 3

identifies the response rate as the proportion, usually expressed as a percentage, of a sample who complete and return a questionnaire out of the total number sent out **B1**

development, e.g. calculated as number returned divided by number sent, multiplied by 100 **B1**

Answer: The response rate is the proportion, usually expressed as a percentage, of a sample who complete and return a questionnaire out of the total number sent out, calculated as number returned divided by number sent, multiplied by 100.

Question 4

identifies a genuine method, e.g. sending reminder letters, offering a small incentive, keeping the questionnaire short, or providing a prepaid return envelope **B1**

brief development linking it to encouraging more people to complete and return the questionnaire **B1**

Answer: A researcher could send reminder letters, offer a small incentive, keep the questionnaire short, or provide a prepaid return envelope, all of which can encourage more people to complete and return the questionnaire.

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