Gender and Culture - Mark Scheme

Q1.

[AO3 = 4]

In each case:

2 marks for a brief, clear and coherent outline of the problem.

- In the case of alpha bias there is a misrepresentation of behaviour researchers / theorists overestimate / exaggerate gender differences
- In the case of beta bias there is a misrepresentation of behaviour because researchers / theorists underestimate / minimise gender differences

1 mark for a problem partially outlined or merely stated.

Credit other valid problems.

Q2.

(a) **[AO2 = 2]**

2 marks for a clear and coherent explanation that includes some link to the content of the headline.

1 mark for a limited or muddled explanation

Content:
- The sample was all male, but the newspaper refers to 'Everyone...' suggesting that the effect would be the same for both males and females
- possible differences between genders are being ignored/minimised.

(b) **[AO3 = 1]**

1 mark for a clear, relevant suggestion.

Possible suggestions:
- including participants of both sexes in their research
- making it clear in reporting that any conclusion relates only to the gender of the sample.

Credit can be given for answers focused on the example in the stem.

Answers proposing female only research are not creditworthy.

(c) **[AO3 = 3]**

2 marks for a clear and coherent explanation of a problem, including how it would affect the results.

1 mark for a limited or muddled explanation of a problem, eg answers referring to lack of 'accuracy'.

Problems include:

- self-reported estimates may lack reliability and/or validity
- explanations of reliability/validity in this context, eg unlikely to get same estimate on more than one occasion; people may forget to record on the day; unlikely to be a true record – people may over/underestimate for various reasons, eg poor recall, want to appear more sporty etc.

Plus

1 mark for a suitable more objective alternative, eg using a pedometer to accurately record the precise number of miles walked in the week.

Credit other alternatives that should result in more accurate measurement.