



**GENERAL CERTIFICATE OF SECONDARY EDUCATION**  
**HUMANITIES**

Paper 2

**1939/02**

Candidates answer on the Answer Booklet

**OCR Supplied Materials:**

- 8 page Answer Booklet

**Other Materials Required:**

None

**Tuesday 25 May 2010**  
**Afternoon**

**Duration:** 1 hour 15 minutes



**INSTRUCTIONS TO CANDIDATES**

- Write your name clearly in capital letters, your Centre Number and Candidate Number in the spaces provided on the Answer Booklet.
- Use black ink.
- Read each question carefully and make sure that you know what you have to do before starting your answer.
- Answer **all** the sections.
- Answer **all** the questions.
- Do **not** write in the bar codes.

**INFORMATION FOR CANDIDATES**

- The number of marks is given in brackets [ ] at the end of each question or part question.
- The total number of marks for this paper is **50**.
- You will be awarded marks for the quality of written communication in your answers to the following questions: Section A Question 5  
 Section B Question 6  
 Section C Question 12.
- This document consists of **8** pages. Any blank pages are indicated.

**SECTION A**

Answer **all** the questions in this section.

**Analyse and Interpret Different Types of Evidence****Document A****Attitudes to health affect eating habits**

The Food Standards Agency has carried out quantitative research to find out more about how people's eating habits are determined by their attitudes towards food and health, rather than by other characteristics, such as age and gender.

The aim was to find out how people eat, what they buy and why they make certain food choices, to help the Agency shape its work on healthier eating.

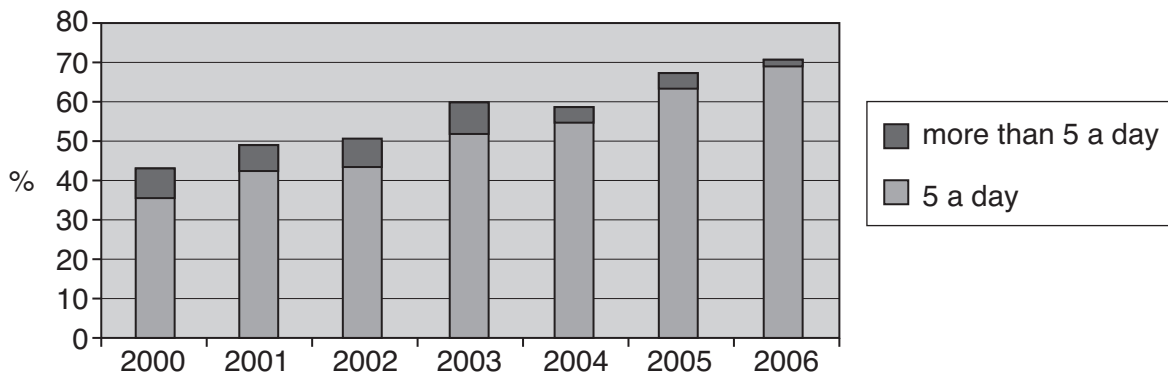
Four distinct groups were identified in the research:

- Group 1 – This group believes that although healthy eating is important, convenience foods are not necessarily a bad thing. (22% of the UK adult population)
- Group 2 – This group puts convenience above health when choosing what to eat. (29% of the UK adult population)
- Group 3 – This group puts health as their priority. They know what a healthy balanced diet is and appreciate being given information about food. (25% of the UK adult population)
- Group 4 – This group is enthusiastic about cooking and disapproves of convenience food. Food is extremely important to them, and they make 'proper meals' the 'proper way'. (24% of the UK adult population)

*Adapted from: [www.food.gov.uk/news/newsarchive2008/jul/attitudes1507](http://www.food.gov.uk/news/newsarchive2008/jul/attitudes1507)*

## Document B

People were asked “How many portions of fruit and vegetables should you eat a day?”



*Adapted from: Consumer attitudes to Food Standards, Food Standards Agency 2007*

## Document C

### Tourist Attraction healthy eating rankings score out of 25

Tourist attractions were given scores based on the availability of:

- free drinking water
- healthy drinks in vending machines
- fresh fruit
- the quality of children's meals

Eden Project	17
Tower of London	14
Legoland	12
Thorpe Park Theme Park	7
Chessington World of Adventures	6
Alton Towers	5
Oakwood Theme Park	3
Blackpool Pleasure Beach	2
Camelot Theme Park	1

*Adapted from: The real meal deal, the Soil Association 2006*

**Study Documents A, B and C and answer the questions that follow.**

- 1** State the percentage of the UK adult population who reject convenience foods on health grounds. **[1]**
- 2** State the trend in the percentage of the population who know that 5 portions of fruit and vegetables a day is good for you. **[1]**
- 3** With reference to Document A explain what is meant by 'quantitative research'. **[3]**
- 4** Document B shows that more people are aware of the requirements of healthy eating. This suggests that government campaigns on healthy eating are having some success.

Use Document A to describe how far the Food Standards Agency research results agree or disagree with this suggestion. **[5]**

- 5** 'The campaign for healthy eating will not succeed if it is only directed at families. Others who provide food must play their part.'

Using documents A, B and C as evidence, explain how far you agree with this statement. **[6]**

**[Total: 16]**

**SECTION B**

Answer the following question.

**Knowledge and Understanding of Different Research Methodologies**

- 6** You have been asked to research people's attitudes to healthy eating.
- (a)** Describe the research methods you would use to carry out this task. **[5]**
- (b)** Describe the problems you might have with these research methods. **[5]**

**[Total: 10]**

**SECTION C**

Answer **all** the questions in this section.

**Assess the Reliability and Utility of Evidence and Reach Reasoned Conclusions****Document D****WITH HELP FROM YOU, WE CAN REDUCE CO<sub>2</sub>**

All cars on the road today contribute to climate change because engines burn fuel and therefore produce carbon dioxide (CO<sub>2</sub>) every time we drive. But you can easily reduce these emissions and save money too. By following a few simple tips and suggestions you can reduce your engine's workload, which means it will burn less fuel and produce less CO<sub>2</sub>.

You could pump up your tyres correctly to reduce resistance. Even travelling a bit lighter when you're out and about can help.

In fact, by following our smarter driving tips and suggestions, CO<sub>2</sub> emissions from cars could be reduced by 8%.

You could choose a new car with a more fuel efficient engine. If everyone buying a brand new car opted for the most fuel efficient model in its class, CO<sub>2</sub> emissions from new cars could be reduced by 24%.

Remember. You can help. Join the drive to reduce CO<sub>2</sub>.

*[www.dft.gov.uk/ActonCO2](http://www.dft.gov.uk/ActonCO2) Home page*

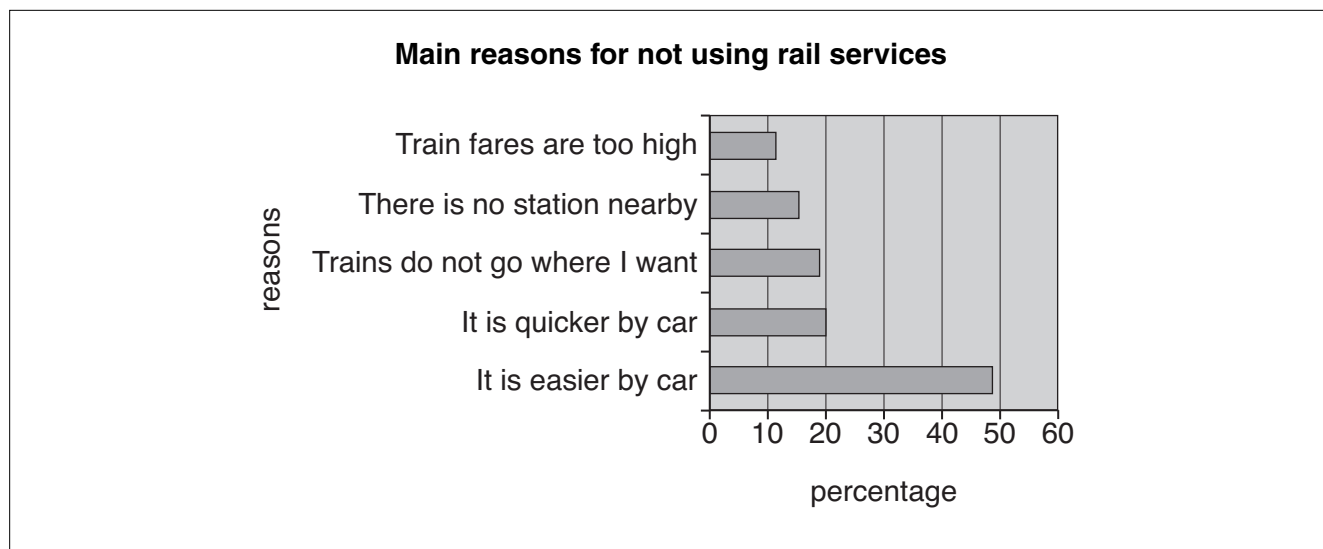
## Document E

## Attitudes towards air travel and using cars

	Strongly agree %	Tend to agree %	Neither agree nor disagree %	Tend to disagree %	Strongly disagree %
I would like to reduce my car use but there are no practical alternatives	24	30	20	16	10
People should be allowed to use their cars as much as they like	8	13	25	31	23
People who fly should pay for the damage that air travel causes	16	28	25	18	13
These days I feel guilty taking short haul flights	6	11	28	28	27

*Adapted from: Survey of public attitudes and behaviour towards the environment  
Crown copyright 2007*

## Document F



*Adapted from: Lonely Planet , Public experiences of and attitudes towards rail travel, dft.  
Crown copyright 2006*

**Study Document D and answer the following question.**

- 7 State the action which would most reduce CO<sub>2</sub> emissions from cars. [1]

**Study Document F and answer the following question.**

- 8 State the most popular reason for not travelling by train. [1]

**Study Document E and answer the following questions.**

- 9 How far are people willing to reduce their car use? [2]
- 10 Describe the conclusions that could be drawn from Document E about people's attitudes towards flying and car use. [4]

**Study Document D and answer the following question.**

- 11 A researcher is studying attitudes towards reducing CO<sub>2</sub> emissions.  
Explain how far this document may or may not be useful to the researcher. [6]

**Study Documents D, E and F and answer the following question:**

- 12 'The public supports the government's aims on reducing CO<sub>2</sub>. This means they will be prepared to change the way they travel to help the government achieve its aims.'  
To what extent do you agree and disagree with this statement? [10]

**[Total 24]**



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