



ASSESSMENT and
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ALLIANCE

General Certificate of Education

Geography 6031

Specification A

GGA7 Fieldwork Investigation

Post-standardisation

Mark Scheme

2008 examination - June series

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General Guidance for A Level Geography Assistant Examiners

Quality of Written Communication

As required by QCA, the marking scheme for this unit includes an overall assessment of quality of written communication. There are no discrete marks for the assessment of written communications but where questions are "Levels" marked, written communication will be assessed as one of the criteria within each level.

- Level 1:** Language is basic, descriptions and explanations are over simplified and lack clarity.
- Level 2:** Generally accurate use of language; descriptions and explanations can be easily followed, but are not clearly expressed throughout.
- Level 3:** Accurate and appropriate use of language; descriptions and explanations are expressed with clarity throughout.

Levels Marking - General Criteria

The following general criteria relate to knowledge, understanding and their critical application and the quality of written communication as outlined in the AQA Geography A subject specification. They are designed to assist examiners in determining into which band the quality of response should be placed, and should be used when assessing the level of response an answer has achieved. It is anticipated that candidates' performances under the various dimensions will be broadly inter-related and the general guidelines for each level are as follows:

- Level 1:** An answer at this level is likely to:
- display a basic understanding of the topic;
 - make one of two points without support of appropriate exemplification or application of principle;
 - demonstrate a simplistic style of writing perhaps lacking close relation to the term of the question and unlikely to communicate complexity of subject matter;
 - lack organisation, relevance and specialist vocabulary;
 - demonstrate deficiencies in legibility, spelling, grammar and punctuation which detract from the clarity of meaning.
- Level 2:** An answer at this level is likely to:
- display a clear understanding of the topic;
 - make one or two points with support of appropriate exemplification and/or application of principle;
 - demonstrate a style of writing which matches the requirements of the question and acknowledges the potential complexity of the subject matter;
 - demonstrate relevance and coherence with appropriate use of specialist vocabulary;
 - demonstrate legibility of text, and qualities of spelling, grammar and punctuation which do not detract from the clarity of meaning.

Level 3: An answer at this level is likely to:

display a detailed understanding of the topic;
make several points with support of appropriate exemplification and/or application of principle;
demonstrate a sophisticated style of writing incorporating measured and qualified explanation and comment as required by the question and reflecting awareness of the complexity of subject matter and incompleteness/tentativeness of explanation;
demonstrate a clear sense of purpose so that the responses are seen to closely relate to the requirements of the question with confident use of specialist vocabulary;
demonstrate legibility of text, and qualities of spelling, grammar and punctuation which contribute to complete clarity of meaning.

N.B. A perfect answer is not usually required for full marks. Clearly it will be possible for an individual candidate to demonstrate variable performance between the levels. In such cases the principle of best-fit should be applied. Experience suggests that the use of exemplars within this mark scheme and the discussion which takes place during the Co-ordination Meeting normally provides sufficient guidance on the use of levels in marking.

Annotation of Scripts

Where an answer is marked using a levels of response scheme the examiner should annotate the script with 'L1', 'L2' or 'L3' at the point where that level is thought to have been reached. The consequent mark should appear in the right hand column. Where an answer fails to achieve Level 1, zero marks should be given.

Where answers do not require levels of response marking, each script should be annotated to show that one tick equals one mark. It is helpful if the tick can be positioned in the part of the answer which is thought to be credit-worthy.

General Advice

It is important to recognise that many of the answers shown within this marking scheme are only exemplars. Where possible, the range of accepted responses is indicated, but because many questions are open-ended in their nature, alternative answers may be equally credit-worthy. The degree of acceptability is clarified through the Standardisation Meeting and subsequently by telephone with the Team Leader as necessary.

1. (a) Figure P1 is an adaptation of the core - frame model where spatial change is intrinsic. Specific sub-zones are identified with an inner, outer core and frame being the initial areas identified. these are then further split into areas such as retailing and banking within the inner core for example. The presence of zones of discard and assimilation indicate change over time as well as space as areas are added to the CBD and taken away from it. Thus, objectives 1 and 3 are clearly suggested by this Figure.

Figure P3 also refers to both elements. Different zones are referred to such as the Prime Retail Sector and entertainment in Millennium Square. Change over time is more to the fore with reference to accommodation, environmental quality and there are clear statements of change. Figure P3 encompasses all objectives.

Level 1

Describes Figures P1 and /or P3.
Describes objectives in isolation.
No reference to own fieldwork.

(1 mark)

Level 2

Clear description of Figures P1 and/or P3 and relates to objectives. This will be clear at top end.
Implicit reference to own fieldwork or explicit but not well applied.

(2-3 marks)

Level 3

Purposeful use of both Figures (although one may be emphasised more than the other).
Aware of the links to change within CBD **and** over time.
Explicit and meaningful reference to own fieldwork.

(4 marks)
4 marks

- (b) Offered a clear, marked end to transect.
An arbitrary end when identifying an unknown study area.
Likely that these will form natural barriers and signify changes.
Difficult/dangerous to cross.
To make transects manageable in length.
2 x 1 or (1 + 1).

(2 marks)

2. (a) ✓a Advantages likely to refer to:
 Allocation of random numbers should remove bias - so all locations have an equal chance of being included. Should increase reliability of results.
 Taking into account the length of the transect means there are more study sites for the longer transects. This should make representation of each transect fairer.
 Quick and easy to determine sample by reading off random number and relating to location on map.
- ✓d Disadvantages likely to refer to:
 Uneven spread of study sites which means that some areas are over represented such as the south eastern area where sites cluster. Elsewhere, there are areas where the gaps are relatively large and areas are omitted, e.g. The Headrow/Briggate intersection.
 Relative size of buildings is not considered so two large buildings appear next to each other on Wellington Street.
- Allow up to 3 marks for reference to own fieldwork.
 6 x 1 or 3 x (1 +1) +1; any combination.
 Maximum 4; minimum 2 on either component. (6 marks)
- (b) ✓d Description likely to refer to:
 +2 - ornamental; interesting design/period design; enhances environment; in keeping with environment; many non-essential items present.
 -2 - functional only; detracts from environment; stands out - an 'eyesore' / cluttered - too many road signs.
 Statements must be specific to the value - if reversals, allow only for one score.
- ✓j Valid as street furniture is one aspect of the built environment in the CBD; its presence can contribute or detract from the perceived quality of the surroundings of the buildings.
 Allow up to 3 marks for reference to own fieldwork.
 Allow up to 2 marks for each description; 3 marks for justification; (6 marks)
 minimum of 1 mark for each aspect.
- (c) Rateable value data is an obvious choice. Others are permissible – e.g. research questionnaires carried out by council, traffic counts but must be clear that it is secondary data. Allow 1 mark for item.
 For rateable value – this is useful in indicating land values (1) and therefore relating the land use and other items to this (1) to see if there is a link between the two (1) or land values offer explanation of patterns identified (1). Response may explain how it needs processing with regard to shop frontage (1) to determine Rate Index (1) to be really meaningful and give a comparable measure taking account of length of shop frontage. Allow up to 2 marks for reference to own fieldwork. (4 marks)

3. (a) (i) 6 x 1 - any valid label; maximum 4, minimum 1 on either land use ✓1/ buildings ✓b/ environment ✓e. Labels likely to refer to age, height, building materials, design; function of buildings. Presence of open space, landscaping, seating, street furniture, pavements, sense of space may be referred to for the environment. (6 marks)

(ii) Candidates likely to consider classification of data into different groups (1). Should then consider what groups - credit any valid, meaningful group - up to two. Subsequent colour coding (1) of a new base map without abbreviations present (1). Comment (c) likely to refer to the need for clarity; the need for patterns to begin to emerge; the need for an appropriate number of groups - not too few, e.g. shops, services, living areas and not so many that almost remains as it is; may refer to the difficulties of making groups exclusive so that all functions fit clearly into one only. Maximum 3, minimum 2 on either outline or comment. (5 marks)

(iii) Likely that map will form the focus of the answer (P4).

This suggests clear difference in land use. For example, the Wellington Street area is dominated by offices and potentially related services, e.g. bars/restaurants. The photos support this - photo of site 5 for example. However, evidence from photos is less conclusive. The presence of very large buildings near the edge - newspapers and a hotel - as shown by the photos also seems to suggest variation as the frame is reached/approached. The middle section of this transect is very different - having more mixed land use and a shift to shops - often those catering for workers, e.g. sandwiches as shown by the Subway at site 7 on the photo, hair and beauty services. The area seems to become rundown between Briggate and Vicar Lane with a significant number of vacant shops. Beyond this, the land use on the transect changes clearly again - with a predominance of bars/restaurants as shown in photos 10 and 11 - potentially an evening entertainment area.

The Park Row transect reveals a clear degree of change from a dominance of finance in the southern part (photos 12/13) to the presence of building with an educational focus towards the northern end and areas of redevelopment (photo 18). The land use contrasts again in Briggate with the main shops being found here - important department stores and chain stores - Harvey Nichols and Marks and Spencer (photo 20). There are many clothes and shoe shops here as well as a further variety of lower order shops and services and one very large vacant site. Clearly, there is much evidence to suggest that the land use changes frequently and clearly within the CBD.

It is harder to present evidence indicating the reverse. However, it is true that bars/restaurants are one land use found across all areas and it could be argued that this is a similarity. The offices present along Wellington Street are present also along Park Row, indicating changing land use but not exclusive functions in any one zone. There is much evidence here and candidates will need to be selective to answer the question.

Level 1

Describes map/photos - in general terms or in detail. Likely to be piecemeal. (1-4 marks)

Level 2

Begins to use map/photos to try to determine the variation in land use. Offers some evidence in support. Tentative assessment of extent of change. Sees pattern. (5-7 marks)

Level 3

Purposeful use of map and photos - although one source may be clearly dominant. Clear overview of changes. Evidence used in support. Clear, purposeful evaluation that reflects evidence. Clearly sees pattern. (8 marks)
8 marks

(b) (i) 2 x (1 + 1) for correctly marking coordinates onto scatter graph.
Maximum 3 if study sites not identified. (4 marks)

(ii) There is clearly spatial variation, although there does not appear to be a change specifically with increasing distance - certainly not of a linear nature. The three study sites, with most pedestrians appear to be along Briggate, on what is the main retail area, offering many clothes shops and department stores. These areas are more than double the intensity of use of others and are nearest to the PLVI. Those areas between 40 and just over 80 pedestrians are between 190 and 420 metres from the PLVI, indicative of a change with distance. Here, the land use tends to be finance or related to catering services, with the exception of site 9. Sites that are furthest away from the PLVI - notably sites 1, 2 and 3 have the lowest levels of use. These are offices, hotels and may be seen as within an area of assimilation, nearer to the edge of the CBD. Those sites - of which there are 10 - between 0 and 23 show a very mixed pattern; those areas closest to the PLVI having much lower levels of intensity than expected. This is especially true of sites 10 and 11 on the eastern edge of the west - east transect. This may be due to the daytime execution of the pedestrian counts - such entertainment areas may be busier during the evening.

Reasons may also refer to land values and the affordability of sites for different land users and the impact on pedestrian numbers; the unattractiveness of some sites for pedestrians, etc.

d - description
e - explanation

Level 1

Describe graph - in general terms.

Is aware of a relationship being present.

Reasons, if present, are general, e.g. relating to idea of land use/values. (1-3 marks)

Level 2

Clear description of graph - some reference to evidence.

Recognises the presence of a relationship and offers evidence in support.

Will realise relationship is far from perfect.

Will begin to explain - although this may still be generic. (4-5 marks)

Level 3

Purposeful description of graph - uses evidence in support.

Realises that a relationship is present which is stepped, rather than linear.

Recognises anomalies.

Clearly states reasons that are specific and likely to refer to the land use of different areas. (6 marks)

6 marks

(iii) Likely to state Spearman's rank correlation (allow Pearson's r).

✓r **Reasons** should relate to the fact that these seek to determine the strength of the link between two variables (1); offer an objective approach to analysis (1) rather than the scatter graph for example which can be interpreted in different ways by different people (1); adequate sample size (1) well in excess of minimum requirement of 10 (1); specifically for Spearman may relate to the relative ease of using ranked rather than actual values (1), no assumptions about normal distribution (1).

Allow up to 5 on this component.

✓e **Expected/alternative hypothesis** should be based on scatter graph - if - open ended - there is a relationship between distance from the PLVI and the number of pedestrians - 1 mark; if relationship is directional - as distance from the PLVI increases, the number of pedestrians decreases or there will be a negative relationship - 2 marks.

Level of significance - must be between 0.001 and 0.05 (1 mark)

✓j **Justification** for this relates to 99/95% certainty of the outcome (1). Below this means that the margin for error is increased/confidence placed in the outcome is too low (1). The results could have occurred by chance/accident too often and so are unreliable (1).

Minimum 1 on each component; up to 4 on reasons; 2 on hypothesis; 3 on justification.

(7 marks)

- (c) (i) 1 mark for the correct height of the located bar. 1 + 1 for completing the level of noise/appearance/condition of pavement and landscaping/street furniture sections. (3 marks)

- (ii) There appears to be a link between distance from the PLVI and the building quality. This is highest in the inner core - the financial area of Park Row and the main retail area at the middle/southern end of Briggate. Site 9 is something of an exception. Generally, the quality of the buildings is low on the edge - the fringe area to the west of Wellington Street and the northern area of Clay Pit Lane and Briggate. The exception to the fringe locations being of poorer quality would be site 11 where the score is clearly very low.

The environmental survey reveals a similar pattern. There are more negative bars on those nearer the edge than the centre. Thus, similar areas can be identified as having poorer environmental quality, e.g. the west end of Wellington Street, Clay Pit Lane and the top end of Briggate.

However, whilst there is a clear link, it is not perfect. There are occasions when the excellent quality of the buildings is not reflected in the environmental survey, e.g. sites 12 and 13 along Park Row. Only on one occasion is excellent building quality matched by excellent environmental quality on the criteria - at site 6. The poorest buildings do not always have the poorest environment such as at site 1.

Level 1

Describe map - either buildings and/or environment - in general terms or in detail.

Likely to be piecemeal.

(1-4 marks)

Level 2

Begins to use map - seeks to identify spatial change.

Seeks to determine whether there is a link between building and environmental quality.

May be one-sided - only identifies evidence for.

Offers some evidence in support.

Tentative/implicit assessment of extent of link.

(5-7 marks)

Level 3

Purposeful use of map.

Clearly explores the possible links between the two sets of data.

Clear overview offered, with evidence used in support.

Considers some evidence for and against in a more balanced answer.

Clear, purposeful evaluation that reflects evidence.

(8 marks)

8 marks

- (d) The Goad Plan in 1993 was less extensive than the current land use map. Wellington Street was not included and the map stopped at the Corn Exchange at the eastern end. This suggests that the commercial area was less extensive and such areas have now been added. These are therefore areas of assimilation. This would reflect the policy of regeneration and attempts to make Leeds CBD a vibrant and thriving City Centre.

There is further evidence of regeneration if the land uses present are compared. Boar Lane appeared to be an area of discard in 1993 with a large number of vacant buildings and some 'to be shops' indicating that the area was in transition. The buildings along Duncan Street were occupied. However, this is no longer the case today. The vacant buildings and lower order functions tend to be here and the food services are of greater importance at the expense of shops such as cycles. Despite the loss of large shops such as Mothercare and C & A, the area of Boar Lane has been revitalised with offices, cafés, bars and other related services such as hair and beauty for which there is a demand from the professional and clerical workers in the CBD. Very little actually remains - the occasional building such as fast food at the junction with Briggate for example.

Reasons are likely to focus on regeneration and the reasons for it - in the context of 'Vision for Leeds', the need to compete with out of town centres and revitalise the CBD, making it attractive for investment.

Level 1

Describes land use map - likely to describe 1993 land use to a greater extent - in general terms or in detail.

Likely to be piecemeal.

May refer to reasons only.

(1-4 marks)

Level 2

Begins to use both maps - seeks to identify change or stability between the two years - question is addressed.

May be one-sided - only identifies evidence for.

Offers some evidence in support.

Will begin to consider reasons.

Tentative/implicit assessment of change over time.

(5-7 marks)

Level 3

Purposeful use of both maps.

Clearly investigates the changes over time.

May still be imbalanced, but some evidence is offered against as well as for the change.

Considers some evidence for and against in a more balanced answer.

Clear overview offered, with evidence used in support.

Reasons are clearly suggested.

Clear, purposeful evaluation that reflects evidence.

(8 marks)

8 marks

4.

Level 1

Simple statements made with reference to objectives or overall aim. May focus more on some aspects than others, e.g. characteristics of component rather than reasoning and be imbalanced. May jump about and be poorly structured. No reference to own fieldwork experiences. Lacks awareness of limitations or may refer to limitations only and neglect to summarise findings.

(1-4 marks)

Level 2

Some developments of statements. Refers to all objectives (perhaps in varying detail) and in appropriate order or clear reference to aim/title. May make intermittent reference to evidence or refer in generalised way. Will show some awareness of reliability of findings and limitations and will show their own experience of conducting an enquiry by drawing on own experience. If good on either summary or limitations but no reference to other element, max. 5. No explicit reference to own fieldwork – max. 7.

(5-8 marks)

Level 3

As Level 2, but will refer precisely and specifically to data collected as evidence. Will be clearly aware of limitations. Will realise extent to which aim/objectives have been realised. Will be critically evaluative of enquiry. May suggest meaningful extensions of study. Will clearly be applying own experiences of fieldwork and enquiry.

(9-10 marks)
10 marks

5. ✓a Aim/objective/hypothesis/issue

Allow 1 mark for an unclear expressed idea and 2 marks for a clear, specific statement which must develop from the question stem.

For example, 'What specific goods/services do shoppers come to Kirkgate Market for?' would be worth 2 marks.

For justification, allow up to 2 further marks. This could be derived from candidate's own fieldwork.

(Max 4)

✓q Questionnaire

The questions will be dependent upon the aim/objective/hypothesis/issue. An open question might be simply 'What goods have you come to buy at the Market?'

Similarly, this could be followed by a series of options - 'Which of the following fresh items have you come to buy at the Market? a) fruit; b) fish; c) vegetables; d) dairy produce; e) flowers; f) meat; g) other (please specify)'. 1 mark per open question; 1 + 1 per closed question - 1 for clear question stem and 1 for alternatives. Questions that will receive Yes/No response are not permissible.

Questions must relate to the aim / hypothesis, etc., otherwise they are not valid. Own experience of fieldwork may be applied here.

(Max 6)

✓p Pilot

This should indicate who would be asked the questions; where; when; how many; how they would be sampled and the reasons for piloting.

Thus, candidates might refer to asking other geography students initially and why this might be useful, before testing in the field. They should be aware of testing on a small sample, with a variety of ages, backgrounds and the reasons for this. There are many possibilities here.

Why may relate to specific aspects of own method - e.g. test on geographers to ensure ideas correct/wording clear but in the field to ensure it is understandable to non-specialists. It may be generic - to iron out any problems; to adapt final version, etc.

Reserve at least 1 mark for the first part and 2 marks for the remaining two sections.

(Max 7)

13 marks