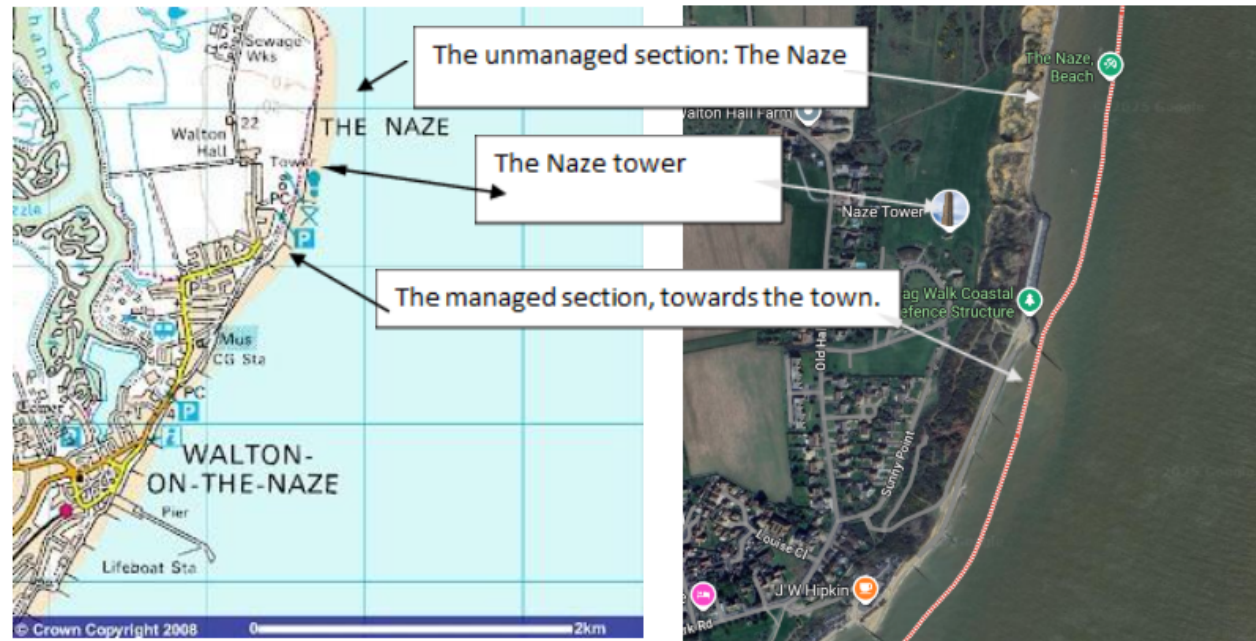


Component 3- Fieldwork revision sheet

Qualitative Surveys (SECTION A)

LOCATION



Walton on the Naze, Essex  
9<sup>th</sup> October 2024

HYPOTHESIS

Managed retreat is the MOST sustainable strategy at the Naze (consider the social, economic and environmental factors)

PRIMARY DATA- data we collected ourselves.

ALL QUALITATIVE- NO NUMBERS

Type	Equipment	Sampling
Tower Talk	Pen, Paper, expert from the Naze Protection Society	Opportunistic
Field Sketch	Pen, Paper	Opportunistic
Photographs	Phone, Camera	Opportunistic
Emotion mapping	Map, Key, Pen	Systematic- regular intervals along the coastline
Word Association	Table, Pen	Systematic- regular intervals along the coastline
Likert survey	Table, pen	Systematic- regular intervals along the coastline
EQA	Table, pen	Systematic- regular intervals along the coastline

SECONDARY DATA- data collected by others.

Source	Strengths	Weaknesses
Google Maps	We can use the maps to plan the sites we will visit and where we will collect our data, We can see evidence of sea defences from a bird's eye view- we couldn't do this in the field.	How often is it updated to show changes- this may affect our analysis of the effectiveness of sea defences.
Naze Protection Society Website	Local knowledge about the wildlife, geology of the coastline. Up to date information and images- helped us understand the current situation	Potential to be bias and only give us information on one side of the argument.
Wildlife Trust- Essex website		
Walton tourist board website		

DATA PRESENTATION

Type	How it was presented	Justifications
Photographs	Annotated photos	Picked out key information and observations using a text box- could link to hypothesis.
Emotion mapping	Map overlaid with emotion colours	We could clearly see the corresponding emotions in different colours and where we felt them on the map.
Word Association	Word clouds	The most common words were the biggest so we could analyse what people thought at each site,

CONCLUSIONS/EVALUATIONS

**Managed retreat is the MOST sustainable strategy at the Naze (consider the social, economic and environmental factors)**

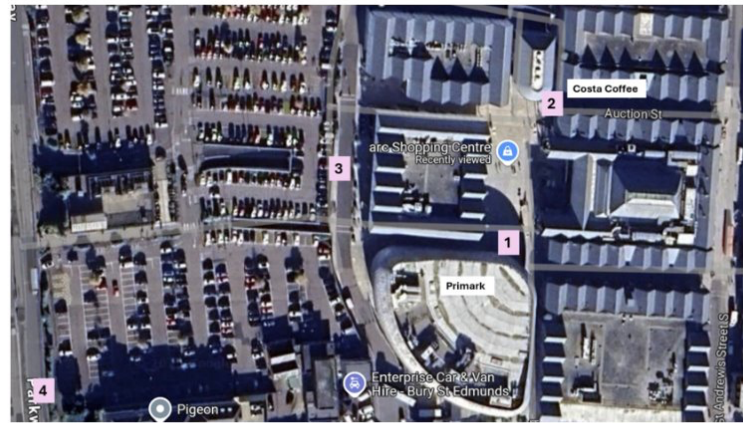
Our data showed us that Managed retreat is the not the most sustainable strategy at the Naze, although it allows the fossils to be exposed from the cliffs, it will put the Naze tower at risk. This is a heritage landmark and brings a lot of tourism into the area, also the Walton Backwaters an SSSI will be flooded by saltwater and biodiversity won't thrive. Our word association supports this as does our Likert survey. Limitations- we only visited on one day in October- it was windy and so there weren't a lot of people around- this may affect our results. We could have collected more data and visited a larger area of the Naze.

Component 3- Fieldwork revision sheet

**Cycles and Flows (SECTION B)**

**LOCATION**

Arc Shopping Development



- 1. Entrance of Primark
- 2. Outside Costa coffee
- 3. Adjacent to car park
- 4. Along the Parkway road

**Bury St-Edmunds, Suffolk**

**2<sup>nd</sup> April 2025**

**HYPOTHESIS**

**Hypothesis –**

**‘The flow of people and traffic is greater in the area surrounding the Arc shopping development’**



Accept hypothesis



Reject hypothesis

**PRIMARY DATA- data we collected ourselves.**

**ALL QUALITATIVE- NO NUMBERS**

Type	Equipment	Sampling
Footfall	Table, People counter, Pen, stopwatch	Systematic- equally spaced transect points at Angel Hill and the Arc shopping centre
Traffic count	People counter, Table, Pen, stopwatch	Systematic- equally spaced transect points at Angel Hill and the Arc shopping centre
Noise levels	Decibel X- phone app, Pen, Table	Systematic- equally spaced transect points at Angel Hill and the Arc shopping centre
Photographs	Phone/ Camera	Opportunistic

**SECONDARY DATA- data collected by others.**

Source	Strengths	Weaknesses
Google Maps	We can use the maps to plan the sites we will visit and where we will collect our data, We can see evidence of the developments in Bury.	How often is it updated to show changes- this may affect our analysis of the effectiveness of sea defences.
Council website	For footfall and traffic counts at other times of the year. Information on visitor numbers	How often is this data updated? How was it collected?
Arc Shopping Centre Website	Data about the Arc shopping centre. Information on how and when it was developed.	Biased

**DATA PRESENTATION**

Type	How it was presented	Justifications
Photographs	Annotated photos	Picked out key information and observations using a text box- could link to hypothesis.
Traffic counts	Bar graph- could be overlaid on a map	We can see the frequency of traffic and the types at each location- easy to compare.
Noise levels	Bar graph- could be overlaid on a map	We can see the differences in noise levels at different locations- data is discrete and doesn't link together.
Footfall	Flow line map	We can see the flow of people entering and leaving the area- we can use this to answer our hypothesis.

**CONCLUSIONS/EVALUATIONS**

**The flow of people and traffic is greater in the area surrounding the Arc Shopping development.**

Our data showed us that we should REJECT the hypothesis. There was a lot more traffic moving near Angel Hill, whereas at the Arc Shopping Development there were more cars parked in car parks. There were more people moving through Angel hill- probably because we visited that site at lunchtime and so more people were using the Abbey Gardens. Noise was also higher at Angel Hill as we recorded more cars and other traffic moving.

Limitations- we only visited on one day in April- it was during the working day so people were more localised near the gardens than the shopping centre- this may be different at the weekend. We could have collected more data and visited a larger area of Bury St Edmunds.

(e) This question is about your own experience of **CYCLES AND FLOWS** in fieldwork.

You should support your answers by referring to actual examples from your own fieldwork.

(i) Suggest **one** strength of your enquiry question. [2]

Your enquiry question: .....

.....

Strength: .....

.....

.....

.....

(ii) Evaluate **one** strength and **one** weakness of your conclusions. [4]

Strength: .....

.....

.....

.....

Weakness: .....

.....

.....

.....

2 (e) (i) Suggest one strength of your enquiry question						
	AO1	AO2.1	AO2.2	AO3	AO4	Total
				2		2
Credit other valid answers. Statement plus elaboration. (1+1)	<ul style="list-style-type: none"> <li>Detailed location (1) allows comparison with other locations (1)</li> <li>Related to theory / context (1) can be proven or disproven (1)</li> <li>Focused / testable / manageable size / manageable timewise (1) by collecting a range of data (1)</li> <li>Allowed sub-questions (1) to cover the full range of the enquiry (1)</li> <li>Interesting / relevant (1) with implications for area of study (1)</li> </ul>					

2 (e) (ii) Evaluate one strength and one weakness of your conclusions.							
	AO1	AO2.1	AO2.2	AO3	AO4	SPaG	Total
				4			4
Fieldwork enquiry skill 1.5/1.6							
Credit one mark for a strength and up to two additional marks for elaboration Credit one mark for a weakness and up to two additional marks for elaboration. (1+1) (1+1) (1+1+1) +1	<ul style="list-style-type: none"> <li>Provided answers to enquiry question.</li> <li>Considered the accuracy/range of data collected</li> <li>Stated the main important results / linkages to location / geographical theory.</li> <li>Stated the significance of the results for geographical theory / future / relevance / sustainability / personal understanding.</li> <li>Highlighted outcomes not expected / unusual.</li> <li>Summarized main points of study &amp; linkages.</li> </ul> <p>These areas might be used as weaknesses or strengths.</p>						

(c) This question is about using your **own** fieldwork experience to collect **qualitative** data. Choose **one** primary data collection sheet you used.

My primary data collection sheet was about .....

Evaluate the success of the design of your fieldwork data collection sheet. [6]

*Q. won BSE*

*non numerical*

During our trip to Walton on the Naze, we collection qualitative data on emotions.

We used a map showing the area of coastline we walked along, so that we could easily locate our emotions. We created a key, so that we could describe our emotions in different categories, such as happy, excited. The data sheet enabled us to easily add the emotion at each site along the transect using the key.

The limitation of the data sheet on paper, means it could get wet and then be difficult to read, but it was a sunny day.

It was a quick, effective way to record emotions along the coastal transects.

You could also say a limitation is some emoji's look very similar – so a key is essential and an accurate drawing.

(c) This question is about using your <b>own</b> fieldwork experience to collect <b>qualitative</b> data.			AO1	AO2.1	AO2.2	AO3	AO4	Total
Choose one primary data collection sheet you used.								
Evaluate the success of the design of your fieldwork data collection sheet.						6		6
Fieldwork knowledge, skills and understanding (vi) – Reflecting critically								
Use the descriptors below, working upwards from the lowest band.			The answer will depend on the data collection chosen. Expect a wide range of responses.					
			Possible answers include:					
<b>Band</b>	<b>Marks</b>	<b>Descriptor</b>	<ul style="list-style-type: none"> <li>Clearly set out so that there were no errors of data input</li> <li>Uniform sheets were used so all the data was collected the same way by each group/each time</li> <li>Space/no space for date and time</li> <li>Space/no space for additional notes to aid interpretation</li> <li>Used paper sheets which got wet and therefore data was hard to read afterwards</li> <li>Used tablet/smart phone data collection app/document</li> </ul>					
3	5-6	The candidate writes a <b>comprehensive</b> response that: <ul style="list-style-type: none"> <li>Has <b>detailed</b> and <b>specific</b> statements which address strength(s) and weakness(es) in a balanced way.</li> <li><b>Uses examples</b> from the candidates own fieldwork data collection.</li> </ul>	POSITIVES: easy to sync data/draw graphs/didn't have to input data when returned to school/reduced error  NEGATIVES: issue when it rained/didn't sync/issues with lost Wi-Fi/not everyone had access					
2	3-4	The candidate writes a response that: <ul style="list-style-type: none"> <li>Uses <b>specific</b> statement(s) which address strength(s) <b>and/or</b> weaknesses of the secondary data</li> <li><b>Uses examples</b> from the candidates own fieldwork.</li> </ul>						
1	1-2	The candidate writes a <b>basic</b> response that: <ul style="list-style-type: none"> <li>Uses <b>simple</b> statements based on <b>general</b> strength(s) and /or weakness(es)</li> <li><b>Is in the context</b> of the candidates own fieldwork.</li> </ul>						
	0	Award 0 marks if the answer is incorrect or wholly irrelevant.						