

# Example Candidate Responses

Cambridge  
International  
AS & A Level

## Cambridge International AS and A Level Global Perspectives and Research

9239

Component 1

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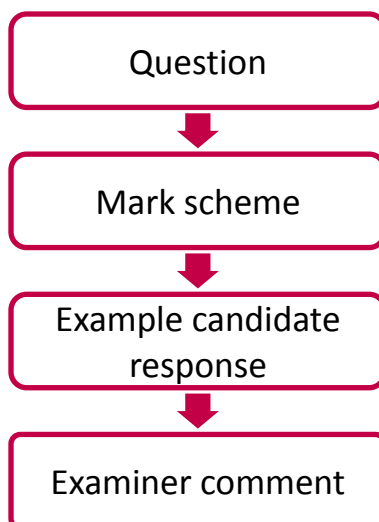
## Introduction

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The main aim of this booklet is to exemplify standards for those teaching Cambridge International AS Global Perspectives and Research (9239), and to show how different levels of candidates' performance relate to the subject's curriculum and assessment objectives.

In this booklet candidate responses have been chosen to exemplify a range of answers. Each response is accompanied by a brief commentary explaining the strengths and weaknesses of the answers.

For ease of reference the following format for each component has been adopted:



Each question is followed by an extract of the mark scheme used by examiners. This, in turn, is followed by examples of marked candidate responses, each with an examiner comment on performance. Comments are given to indicate where and why marks were awarded, and how additional marks could have been obtained. In this way, it is possible to understand what candidates have done to gain their marks and what they still have to do to improve their marks.

This document illustrates the standard of candidate work for those parts of the assessment which help teachers assess what is required to achieve marks beyond what should be clear from the mark scheme. Some question types where the answer is clear from the mark scheme, such as short answers and multiple choice, have therefore been omitted.

Past papers, Examiner Reports and other teacher support materials are available on Teacher Support at <https://teachers.cie.org.uk>

## Assessment at a glance

For Cambridge International AS Level Global Perspectives & Research, candidates take **three** compulsory components: Written Examination; Essay; Team Project. All candidates are eligible for grades A to E.

All three components are **externally assessed**.

Component	Weighting
<p><b>Component 1 Written Examination</b> <span style="float: right;"><b>1 hour 30 minutes</b></span></p> <p>Written examination consisting of compulsory questions based on sources provided with the examination paper.</p> <p>Candidates analyse and evaluate arguments, interrogate evidence and compare perspectives on global issues listed in the syllabus.</p> <p>30 marks</p>	30%
<p><b>Component 2 Essay</b></p> <p>Candidates explore different perspectives on issues of global significance arising from their studies during the course and write an essay based on their research. The essay title is devised by candidates themselves.</p> <p>The essay must be between 1750 and 2000 words and written in continuous prose.</p> <p>35 marks</p>	35%
<p><b>Component 3 Team Project</b></p> <p>Candidates work in teams to identify a local problem which has global relevance. Individual team members research the issue and suggest solutions to the problem based on their research findings. Teams work together to agree a set of proposed <i>team solutions</i> to the problem.</p> <p>While the focus of the task is on team work, each candidate within a team prepares two pieces of work for individual submission. These are:</p> <p><b>Presentation</b></p> <p>Each candidate presents an eight-minute live presentation of their individual research and proposed solutions to the problem. Team presentations are <b>not</b> permitted. (25 marks)</p> <p><b>Reflective Paper</b></p> <p>Each candidate explains these team solutions in an individual 800-word reflective paper. (10 marks)</p> <p>35 marks in total</p>	35%

Teachers are reminded that the latest syllabus is available on our public website at [www.cie.org.uk](http://www.cie.org.uk) and Teacher Support at <https://teachers.cie.org.uk>

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## Component 1 – Written examination

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### Question 1

1 Study Document 1.

- (a) Identify **two** ways from Document 1 in which the food and diet industry suggests that people can control their own weight. [2]
- (b) Explain why, according to the author, each of these two ways will not work. [4]

Resource Booklet is available at Teacher Support Site  
<https://teachers.cie.org.uk/>

### Mark scheme

#### Question 1

Study Document 1.

- (a) Identify **two** ways from Document 1 in which the food and diet industry suggests that people can control their own weight. [2]

Examiners should be aware that candidates are asked only to identify ways and not explain or evaluate them. Therefore they should not expect lengthy responses. Candidates are not expected to put the ways into their own words and may simply copy the ways from the Document; however examiners should ensure that all the ways given in the response are taken from Document 1.

**Credit 1 mark for a correct version of the following, up to two marks:**

- **Moderation** in food intake/eat less
- More **exercise**/run and cycle more
- Through **diet drinks** consumption

Accept moderation, exercise and diet drink on their own as separate ways.

The question asks for two ways so if a candidate develops one way they can only score a maximum of one mark.

#### **Exemplar 2 mark response:**

Moderation and exercise

#### **Exemplar 1 mark response:**

Moderation

## Mark scheme, continued

**(b) Explain why, according to the author, each of these two ways will not work. [4]**

Examiners should be aware that this question carries only 4 marks and should not expect a lengthy answer.

**Credit up to 4 marks for two correct explanations.**

**Credit 1 mark each for a partial explanation and a 2<sup>nd</sup> mark if this is fully explained.**

**Examples of full explanations (credit 2 marks each):**

- Moderation of food intake isn't possible because industrial [processed/fast] foods contain sugar, fat and salt which are biologically addictive.
- Exercising more has a limited effect because so much exercise is required to compensate for a poor diet.
- Diet drinks can actually lead to increased weight gains as they may cause people to eat more and have a slower metabolism.

**Examples of partial explanations (credit 1 mark each up to a maximum of 2):**

- Industrial foods are addictive
- Exercise has a limited effect
- Drinks can lead to weight gain

## Component 1

### Example candidate response – high

i	a	The food and diet industry suggests that the two ways people can control their own weight is <del>by</del> through moderation and exercising.
1	b	Moderation is nearly impossible because the foods that are most pleasing to the taste buds are biologically addictive. <del>The</del> Every day, industrial food-filled meals contain "processed sugars, fats, salt, and chemicals" which drive overeating. The next, the amount of exercise it requires to burn off the processed foods and sugary drinks is "insanely unproportional. It would require walking 4.5 miles to burn off ONE 20oz soda and run 4 miles a day for an entire week to cancel out one supersized meal. This proves "you can't exercise your way out of a bad diet."

### Examiner comment – high

In part (a) the candidate correctly and succinctly identified exercise and moderation as two ways the author suggests people can control their own weight.

In part (b) the candidate explained and developed the two points identified in part (a). A successful blend of selective quotations from Document 1 and personal reflection gave a clear answer. For exercise, the candidate explained the amount needed was excessively high supported by the need to walk 4.5 miles to burn off a large sugary drink. For moderation, the link was made between industrial foods containing sugar, salts and fats being addictive and so driving overeating.

Overall, the candidate addressed all aspects of the question in a clear, concise and supported way.

Mark awarded for part (a) = 2 out of 2

Mark awarded for part (b) = 4 out of 4

**Total mark awarded = 6 out of 6**



## Example candidate response – middle

1	a	One way: Document 1 states, "The food and diet industry would have us believe that controlling our weight is about moderation." Second way: Document 1 states, "The food and diet industry pushes the use of exercise."
1	b	According to the author of Document 1, moderation and exercise will not work in controlling one's body weight. Dr. Hyman includes the component of sweetened drinks in one's caloric intake, which is 15%. Due to the fact that it requires at least 4.5 miles to burn off one can of soda, exercise will not <del>sure</del> work. The combination of soda and supersize meals will make it harder to control the weight. Additionally, Dr. Hyman opposes the idea of moderation with addiction. The human body is naturally addictive to substances found in sodas and also fat and salt. It is very difficult to moderate the intake of such substances because of the addiction it places on the body's metabolism.

## Examiner comment – middle

In part (a) the candidate correctly identified exercise and moderation as two ways the author suggests people can control their own weight. The direct quotations from Document 1 are acceptable as the question asks the candidate to identify two ways.

In part (b) the candidate quotes information from Document 1 highlighting the amount of exercise needed. The simple quotation that "it requires 4.5 miles to burn off a can of soda" showed understanding and could have been developed to explain why this would be too much for most people to do. For moderation, links were made to the addictive nature of substances in some drinks and that of fat and salts. The difficulty in moderating intake because of this addiction was recognised showing a development of the initial statement.

Mark awarded for part (a) = 2 out of 2

Mark awarded for part (b) = 3 out of 4

**Total mark awarded = 5 out of 6**

Component 1

Example candidate response – low

1	a	Two ways from document 1 in which the food and diet industry suggests that people can control their own weight are exercise and moderation.
1	b	According to the author, these two ways will not work. Exercise will not work because to burn off one 20 ounce soda, you would have to run 4.5 miles and to work off a supersize meal, you would have to <del>run</del> run 4 miles a day for one week. Moderation won't work either according to the author because humans are "programmed to like sweet, salt, and fat tastes and those slick combinations of sugar, fat and salt in junk in processed food have hijacked our taste buds, our brain chemistry, and our metabolism."

Examiner comment – low

In part (a) the candidate concisely identified exercise and moderation as two ways that the food industry stated in Document 1 that people can control their own weight.

In part (b) the candidate focused on the information in Document 1 and selected appropriate quotes that showed partial explanation of why the ways identified in part (a) would not work. Each aspect would have benefitted from some personal reflection to clarify further. For moderation, adding an explanation that addiction would not stop people cutting back would have enhanced the answer. For exercise, emphasising the excessive amounts needed would also have been beneficial.

Mark awarded for part (a) = 2 out of 2

Mark awarded for part (b) = 2 out of 4

**Total mark awarded = 4 out of 6**

## Question 2

2 Study Document 1.

How convincing is the evidence used in Document 1 against the claims made by the food and diet industry?

In your answer you should consider the strengths and weaknesses of the evidence. [10]

### Mark scheme

Use the levels based marking grid below and the indicative content to credit marks.

<b>Level 3</b> <b>8-10 marks</b>	<ul style="list-style-type: none"> <li>• <b>Both</b> strengths and weakness of evidence are assessed.</li> <li>• Assessment of evidence is <b>sustained</b> and a judgement is reached.</li> <li>• Assessment explicitly includes the <b>impact</b> of specific evidence upon the claims made.</li> <li>• Communication is <b>highly effective</b> - explanation and reasoning accurate and clearly expressed.</li> </ul>
<b>Level 2</b> <b>4-7 marks</b>	<ul style="list-style-type: none"> <li>• Answers focus <b>more</b> on either strengths or weakness of evidence, although both are present.</li> <li>• Assessment identifies strength or weakness of evidence with <b>little explanation</b>.</li> <li>• Assessment of evidence is relevant but generalised, <b>not always linked to specific</b> evidence or <b>specific</b> claims.</li> <li>• Communication is <b>accurate</b> - explanation and reasoning is limited, but clearly expressed.</li> </ul>
<b>Level 1</b> <b>1-3 marks</b>	<ul style="list-style-type: none"> <li>• Answers show <b>little or no</b> assessment of evidence.</li> <li>• Assessment of evidence if any is <b>simplistic</b>.</li> <li>• Evidence may be <b>identified</b> and weakness may be <b>named</b>.</li> <li>• Communication is <b>limited</b> - response may be cursory or descriptive.</li> </ul>

Credit 0 where there is no creditable material.

#### Indicative content:

No set answer is expected and examiners should be flexible in their approach. Candidates are likely to include some of the following:

#### Strengths:

##### Study on diet drinks

- credibility of experiment - possible authority as reported in American Journal of Clinical Nutrition

## Component 1

### Mark scheme, continued

- breadth of support – claimed supported by many other studies
- wide timescale - 14yr period of the study
- large sample size - 66,118

All give support to the author's claim that diet drinks lead to weight gain and addiction.

#### **Evidence on exercise**

- plausible – figures given seem to be reasonable  
This supports the author's claim that exercise cannot counter bad diet.

#### **Research study on addiction**

- Relevant example – the experiment used two potentially addictive substances
- This supports the author's claim about the addictive qualities of sweeteners.

#### **Weaknesses:**

##### **Study on diet drinks**

- assertion - other supporting studies not cited
- generalisation -questionable transferability of:
  - age, of experiment results from adults to children
  - gender, of experiment results from females to males
  - species, of experiment results from rats to humans
  - culture, of experiment results from American females (if area published study reflected participants) to less urbanised areas
- selectivity (could be expressed as limited options):
- diet drinks limited to those that use sweeteners – other diet drinks reducing sugar content rather than replacing it with sweeteners wouldn't be addictive or sweeter.

All weaken the support for the author's claim that diet drinks lead to weight gain and addiction.

#### **Evidence on exercise**

- assertion – source of evidence is not cited
- selectivity (could be expressed as limited options)

### Mark scheme, continued

- exercise limited to walking - other exercise might be more effective in burning off bad diet.

These weaken the support for the author's claim that exercise cannot counter bad diet.

#### **Research study on addiction**

- assertion – source of study is not cited
- generalisation - questionable species transferability - of experiment results from rats to humans
- emotive language – the word 'culprit' could evoke fear rather than reason to support the claim. The use of the emotive term 'food terrorism' may distract from the quality of evidence provided elsewhere.
- conflation – the experiment used sweeteners but the claim is about the addictiveness of sugar

These weaken the support for the author's claim about the addictive qualities of sweeteners.

## Example candidate response – high

2	<p>The evidence presented in Document 1 are relatively strong <sup>than</sup> <del>enough</del> in order to <del>refute</del> <sup>undermine</sup> claims made by food and diet industry.</p> <p>The author, Dr. Mark Hyman, include two major evidence in supporting his argument. For instance, he presents a fourteen-year study <del>int</del> in order to refute the promotion of diet or low-calorie drinks by beverage companies. This study is fourteen years long, which give the <del>reaser</del> <sup>researchers</sup> ample amount of time to organize statistics, evaluate results, and <del>const</del> come up with a reliable conclusion. The <del>st</del> sample size is '6,66,118 women', which is a relatively large sample size. The fact that the sample size is large and the year span of study is wide increases <del>it</del> the credibility</p>
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## Example candidate response – high, continued

	<p>of the evidence; therefore, strengthening Dr. Hyman's argument. However, <del>with</del> the sample size is only focused on one gender: women. This weakens the evidence impact on the argument because it limits the scope <del>of the</del> to only one gender. There might be some physiological differences, regarding metabolism, <del>that</del> between genders that might explain results; thus, this makes it misrepresentative on a gender level. Although it might be misrepresentative, the study includes quotes of numbers/results and the methodology of study. For instance, the author quotes how women had a "66% increased risk" of diabetes after long periods of intake of 20-ounce sodas. This is significant because it undermines the food-diet industry claim on 'healthy low-calorie drinks'. This quote is matched and complimented by the <del>the</del> statements of "women drank diet sodas drank twice as much." The statement arises another claim, in which the diet drinks increase intake amounts. The author successfully undermines the moderation argument, increasing the strength of the evidence. It is also qualified by animal studies, which <del>too</del> showed addiction and 14% increase of body fat in two weeks. The fact that the study is qualified by experimental research increases the credibility and strengthening the basis of deductive conclusion. The evidence also pose some flaws <del>of</del>. For instance, how would one measure metabolism if it is in a cellular and molecular level. Also, <del>rats</del> <sup>this may not be too credible in</sup> <del>they only tested between diet</del> <sup>the decrease</sup> of metabolism of these animals, therefore weakening the strength. Nevertheless, despite minor flaws, the evidence presented in Paragraph 3 is fully qualified, credible, and significant in undermining the food-diet industry claims.</p> <p>Another evidence is presented in paragraph 6, where Dr. Hyman presents another experimental study. However, this study is more detailed on the qualification of addictive sweets. The animal's tested was rats and they were <del>delect</del> more addictive to the <del>the</del> sweets than cocaine.</p>
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## Component 1

### Example candidate response – high, continued

		The results is significant because it undermined moderation argument, strengthening the evidence. However, it does not consider the plausible explanation of the rats attracted to the aroma of the sweets. This decreases and weakens the strength due to the other plausible explanation for results. Therefore study is relatively misrepresentative, but significant in Hyman's argument. Both evidences are also sourced by credible researchers, such as the American Journal of Clinical Nutrition. This source poses the expertise and reputation in knowing what they are testing. Consequently, it bolsters the argument and strengthens the evidence.
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### Examiner comment – high

The key part of the question is “How convincing is the evidence...”. The candidate clearly understood the term evidence and concentrated on this aspect throughout giving a good balance of its strengths and weaknesses. When looking at the reliability of the evidence concerning diet drinks the candidate successfully developed the basic statements of “a fourteen year study” and “66188 women” to explain the strength of the research practice in terms of the length and sample size. The candidate took this to a higher level by recognising the weakness of only studying one gender and how this lacked cross-referencing to men. This could have been enhanced by recognising that results based on rats may not have applied equally to humans. The continued use of data quoted from the document was helpful (animals showing a 14% increase in body fat). The final section identified a credible source of evidence and gave a clear judgment as to the strength of the evidence.

**Total mark awarded = 7 out of 10**



## Example candidate response – middle

2	<p>The evidence used in document 1 was not convincing <del>to</del> at all. When looking at the strengths and the weaknesses, there are more weaknesses. Some weaknesses I found included the study with women and the study with the rats. For the study with the women, the study was only based on findings from females, only being applicable to the female population rather than being valid for the entire male &amp; female population. Another weakness was that he used evidence from a study</p>
	<p>with rats when discussing a human issue. By trying to use a study on rats, he is unable to generalize the findings to the human population. A strength that I found was that the first piece of evidence about the study on women was that it was carried out over a 14 year period which gives more pieces of evidence. Another strength to the evidence was that it gave a shock factor, making it easier for the participants to be swayed when reading it. By using only women and animals for research, the evidence given is not convincing for the readers.</p>

## Examiner comment – middle

The candidate gave a concise answer that concentrated on the evidence. Reference to the length of the study and being based only on women was clearly made. Although no data was quoted to support these statements, the candidate explained the weakness of an outcome that did not include men and did not recognise the limitations of conclusions based on rats. The use of selective quotes from the document, analysis of the credibility and origin of the data, and a conclusion or judgement would have enhanced the answer.

**Total mark awarded = 5 out of 10**

## Example candidate response – low

2	<p>The argument is very convincing as they gave examples as to giving research studies to back up their claims. However some areas are lacking support for their claim like the claim of having to walk 4.5 miles away to burn off the calories of a sugar filled soda. Why is it going to take 4.5 miles to burn? Does that statistic apply to everyone? With saying that, there is <del>the</del> lacking support for a general study of people to provide a support as a typical response. The women's experiment was good but what about the men? There</p>
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	<p>is no correspondence as to their body reaction toward these artificial sweeteners. The argument is written <del>as</del> in first person and uses emotive language to capture the reader's eyes. The author uses phrases like "hijacked our taste buds." and "held hostage by the food industry..." to make a negative connection toward the food <del>ind</del> industry. The author makes claims but has no warnings as to the reasoning behind the problem. The author does however put a lot of research and evidence onto the fact that these foods cause weight gain and that is the only convincing argument out of the entire article. The conclusion only gives a vague alternative to fight <del>the</del> the <del>ing</del> industry.</p>
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## Examiner comment – low

The first part of the answer basically addresses the soft drinks evidence and includes some quoted data from the document. The candidate has identified and questioned the credibility of the all-female data with the quote "... but what about the men". The assessment of the evidence was simplistic and would have benefited from wider analysis of the origins and credibility of the evidence used. For example recognition that the author only gave one source of evidence would have enhanced the analysis. The second part of the answer ("The argument is written in the first person....") moves from evidence to argument which deviated from the question. It is important that the candidate carefully reads and understands the requirements of the trigger [command] words (in this case: "How convincing" and "evidence") in the question.

**Total mark awarded = 3 out of 10**

### Question 3

3 Study Documents 1 and 2.

To what extent is the author's argument in Document 2 stronger than the author's argument in Document 1? [14]

#### Mark scheme

Use the levels based marking grid below and the indicative content to credit marks.

Level 3 10-14 marks	<ul style="list-style-type: none"> <li>The judgement about <b>relative strength</b> is <b>sustained</b> and <b>reasoned</b>.</li> <li>Alternative perspectives have <b>sustained</b> assessment</li> <li>Critical evaluation is of <b>key</b> issues raised in the passages and has <b>explicit</b> reference.</li> <li>Explanation and reasoning is <b>highly effective</b>, accurate and clearly expressed.</li> <li>Communication is <b>highly effective</b> - clear evidence of a structured cogent argument with conclusions explicitly stated and directly linked to the assessment.</li> </ul>
Level 2 5-9 marks	<ul style="list-style-type: none"> <li>Judgement about relative strength is reasoned.</li> <li>One perspective may be focused upon for assessment.</li> <li>Evaluation is present but may not relate to key issues.</li> <li>Explanation and reasoning is generally accurate.</li> <li>Communication is accurate - some evidence of a structured discussion although conclusions may not be explicitly stated, nor link directly to the assessment.</li> </ul>
Level 1 1-4 marks	<ul style="list-style-type: none"> <li>Judgement, if present, is unsupported or superficial.</li> <li>Alternative perspectives have little or no assessment</li> <li>Evaluation, if any, is simplistic. Answers may describe a few points comparing the two documents.</li> <li>Relevant evidence or reasons may be identified.</li> <li>Communication is limited. Response may be cursory.</li> </ul>

Credit 0 where there is no creditable material.

#### Indicative Content:

No set answer is expected and examiners should be flexible in their approach. Answers should go beyond a simple comparison of the content of the two Documents and look to

### Mark scheme, continued

evaluate a range of issues if they want to access the higher levels. In order to assess which argument is stronger candidates should consider not only the content of the Documents, but critically assess the arguments and views put forward through a consideration of issues such as the nature of the passages, purpose and language. Responses are likely to cover issues such as the reliability of the Documents, by looking at their origin/source.

Candidates should critically assess perspectives and the use of examples and evidence in order to reach a judgement. In doing this they might conclude that there is less balance and less evidence in Chan's argument, making it slightly weaker. Alternatively, they might conclude that overall, although from slightly different perspectives and with different strengths and weaknesses these balance, making the arguments of similar strength. However, credit should be given to an alternative judgement on the basis of the assessment and reasoning.

**Use the levels based marking grid to credit marks.**

**No set answer is expected and examiners should be flexible in their approach.**

**Candidates may include some of the following:**

#### **Doc 2 Stronger:**

- more academic in tone - Chan's argument avoids the more emotive language of Hyman's, relying more on accepted global and historical context to persuade.
- stronger historical perspective - use of similar propaganda effects in the tobacco and alcohol industries influencing policies gives greater historical weight and context to Chan's argument.
- stronger authoritative perspective - Chan uses 'UN Political Declaration on NCDs' to give weight and context to the argument.
- greater credibility - as co-director of an international health conference addressing a global conference brings more authority and expertise to the argument than Hyman's arguing from a more personal perspective.
- stronger root cause perspective - tackling the problem of food manufacturers' propaganda at its source addresses the root cause of the problem, which could be stronger than raising personal awareness of food issues.

#### **Doc 2 Weaker:**

- less use of evidence - Chan's argument refers to self-evident situations rather than using the depth of research and studies of Hyman's argument.
- greater use of assertion - Chan's argument uses accepted situations to support her argument rather than using persuasive research, as in Hyman's argument.
- less reference to counter argument - Chan's argument does not refer to the arguments of the food manufacturers, whereas Hyman gives the reasoning of Coca Cola, making it slightly more balanced.

### Mark scheme, continued

- perhaps stronger vested interest - as director-general of WHO, Chan has a motive to promote their ideas and those of the publication of the co-host 'Health in all policies,' in contrast with Hyman's motive to inform the public, although the latter may be advancing the ideas of his own publications.

#### **Neither stronger nor weaker:**

- similar credibility - both authors are credible in terms of international positions and work - Chan as Director general of WHO and Hyman as a practising physician and international leader in health issues.
- both reasoned arguments - both are clearly argued with an overall conclusion leaving the reader in no doubt of what they want to persuade – Chan to protect health policies 'from distortion by commercial or vested interests' and Hyman for the public to eat 'unprocessed food'.
- both use example - both arguments are made clearer through examples, Hyman using Coca Cola promotions and Chan referring to industry propaganda arguments.
- similar perspectives - both argue against food manufacturers, although from different perspectives, Chan at the health policy level and Hyman at the level of personal responsibility, which are consistent with each other.

## Example candidate response – high

3	<p>Document 2 creates a much stronger global connection than Document 1. While Document 1 cites an American study for evidence, the UN is cited in Document 2 and both issues with developed and developing countries are addressed. Additionally, the solution provided in Document 2 is much clearer. Document 2's root solution is that "the formulation of health policies must be protected from distortion by commercial or vested interests." It implies that as people become more aware of the tactics being used to distort these policies, they will</p>
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## Example candidate response – high, continued

	<p>these tactics will: <del>becomes</del> become less effective. Additionally, Also, reference to a Finnish book that connects globally with policy options is made, which also leads to a stronger solution. However, Document 1's solution of "stop eating junk and sugar" is vague and unrealistic. After previously <del>citing</del> stating that these foods are addictive, the author tells the reader to simply stop <del>eat</del> <sup>eat</sup> <del>them.</del> <sup>Also, considering</sup> <del>the consideration</del> that socioeconomic status plays a role in these types of decisions was not mentioned. Usually, unhealthier foods are cheaper, so poorer families may not be able to afford eating better foods.</p> <p>One factor that makes Document 2 weaker than Document 1 is that it does not cite as much numerical data. Numbers are appealing and help get points <sup>across</sup> <del>across</del> effectively but the only data mentioned is that "diabetes consumes 15% of the total health budget" in some countries. Many more statistics and studies are used in Document 1. However, it should be <del>considered</del> <sup>noted</sup> that Document 2 was presented vocally and listing a bunch of statistics is not the most effective way to present <del>information</del>. Another factor that could be considered a weakness of Document 2 is that <del>it</del> it doesn't make as much of an emotional connection as Document 1. However, it could be argued that Document 1's use of connective language actually makes it sound like a piece of propaganda, which is what is being argued against in the <del>document</del> document.</p> <p>Due to its global nature and clearer solution,</p>
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Component 1

Example candidate response – high, continued

		the argument presented in Document 2 was stronger than Document 1. Though both were strong arguments <del>pre</del> by credible authors, Document 1 has a risk of sounding too dramatic and westernized, as well as being accompanied by a <del>conf</del> difficult solution.
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Examiner comment – high

The candidate showed a clear understanding of the term “argument” in the question and evaluated and explained the differences and similarities of the two documents. Taking the approach of evaluating aspects of the argument for each document step by step was successful and taken significantly beyond just direct comparison. The opening paragraph relates directly to the wider global perspectives found in Document 2 which sets up the subsequent argument very well. Short, focused quotations from the documents were used to illustrate the points made; this was a particular strength. There was appropriate evaluation of the reasons for a lack of data and statistics in Document 2 compared to Document 1. The candidate recognised that Document 2 was the transcript of a speech while Document 1 was described as “propaganda”. The style of the argument and the language used is relevant to this question. The candidate’s opinion was given in the final summary with some justification given. In this case there was no direct evaluation of the credibility and source of the documents; this would have provided a stronger context for the answer. The candidate identified the differences in solutions put forward by the two authors as part of the introduction. More detailed reference to this as part of the justification of the relative strengths would have enhanced the answer.

**Total mark awarded = 10 out of 14**



## Example candidate response – middle

3	<p>The author in document 1 may not include any formidable solution, but the author of document 2 addresses solutions further. Document 2 goes further than only addressing the health</p>
	<p>of individuals, they look at the political and economic perspectives as well which helps to make the argument stronger than the one in document 1. The author of document 2 states "costs of these diseases can easily cancel out the benefits of economic gain." The author is underlying that treatment costs and medical bills to keep up with the growing numbers of those fighting with diabetes and obesity are getting so high that economies are losing more money than they can compensate for. The author of document 2 takes a political perspective when they state that government actions in food production and health is seen as "interference in personal liberties and free choice." Document 2 is stating that involving the government, as many people promote should happen, can become a hassle as others fight for their amendment rights so they cannot easily solve the problem. The author of document 2 including these multiple perspectives allows more information and strengthens what is being stated. Document 2 attempts to make the article global, unlike document 1 which rants about attacks on all and no specific place. Addressing Finland in the speech can seem global, but since the speech is done in Finland it is not. Although, the author does include information from Finland's "Health in All Policies" when Chan talks of "suggested regulations" that it includes. For the most part, document 2 is very vague when attempting to be global as it states no specific places, only "some countries", "richest countries," and "the developing world." This may be very vague in resource but</p>

## Example candidate response – middle, continued

	<p>giving that their are examples from many places strengthening what is said. Both documents are slightly informal, but since Document 2 is a speech that is already expected. Document 1 could have been edited in formality but Document 2 could not. Both documents do include reliable sources, document 1 having "American Journal of Clinical Nutrition" and document 2 having "United Nations Political Declaration on NCDs."</p> <p>Both authors are part of health industries and organizations so they have the credibility to talk. Both articles include inaccurate statistics that have been rounded to the nearest fifth, but in statistics in general, document 1 provided more statistics to help his argument. Document 2 provides a wide array of facts that benefits the argument instead of only attacking the other side. Document 1 addresses how industries are not doing enough to help with health, but Document 2 goes further by providing why. It states that "business interests" are in making money and not in promoting health. If they tell people not to eat their products, they hurt their business so instead they promote them with vague <del>warning</del> warning. <del>From</del> Document 2 addressing this fact really helps the argument. The article goes into business beliefs instead of primarily attacking it like section document 1. Both documents address that it is not a person's fault for loving unhealthy food, but unlike document 1 whom states that there is not much that can be done, document 2 addresses the problem that in a political sense, no one is</p>
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## Example candidate response – middle, continued

		is willing "to take on big business". Each document has its limitations, such as document 2's use of emotive language in "costly, deadly, and demanding diseases" which helps sway <del>the</del> beliefs to the arguer's side, Document 2 can still be seen as stronger as it includes more perspectives, facts, attempts to be global, and does not only attack those with other beliefs.
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## Examiner comment – middle

The candidate shows a clear understanding of the term "argument" in the question and completed some evaluation of the points put forward by each author. It is recognised that Document 2 looks more widely at political, economic and global perspectives and the candidate provides extended quotes or references to support this. The comparison with Document 1 is limited to the idea of it being a rant about all companies and areas. Developing an evaluative comparison between this aspect in the two documents would have significantly enhanced the answer. There is appropriate and extensive reference to some of the sources of the evidence and the quality of the data used showing good interpretative skills. Evaluating the differences rather than stating them would have significantly enhanced the answer. The summary provides a good justification for the strength of Document 2 and a passing reference to the weakness of Document 1. Overall, a more balanced approach to the two documents would have helped evaluate their relative strengths.

**Total mark awarded = 7 out of 14**

## Example candidate response – low

3	<p>"Document 2 is stronger than document 1." This statement can be supported by the fact that Document 2 unlike document 1 does state the sources in which she used, and all of the sources were in fact credible. Also the ideal that she was speaking directly to one of her sources, thus the personal licence aspect could not be taken into effect. However this was in fact a speech given to many people at an event that would all support the same side, so this fact may skew the ideals she as an individual might have if she were not speaking to a biased audience. → → → → → (Back)</p>
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## Example candidate response – low, continued

36	<p>Additionally, document 2 does elaborate on the counter argument a little bit more, then directly negates its claims much more intensely than Document 1 has. Also the idea that the document 2 does as well discuss the topic at hand in many different lightings. However it can be said that document 1 is stronger because they do infact have many more statistics then document 2. And the fact that the author of document 2 is writing what he has found and believes in, as a journalists and current student. Still learning. However in some ways the two documents where very similar. For example they were both international, and used global examples. Also the both did recognize a counter argument. They both had four supporting arguments to their side, which held facts and statistics. Also both authors obtain the title Dr. which shows a high level of education and knowledge, making both of these sources credible. However if I where to chose, I would say the second document made me believe their side of the argument more. Due to the emense credibility of sources, and the level of education of the speaker.</p>
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## Examiner comment – low

There is some understanding of the idea of argument. The candidate is able to identify and state indicators that support the strength of argument, e.g. the fact that Document 2 is a speech, Document 2 has a counter-argument, and Document 1 uses more statistics. There is also a hint towards the more global significance of Document 2. Both documents are assessed as credible as they are written by doctors. These statements give an indication of the argument but greater development, explanation and evaluation of the differences would have significantly enhanced the answer. The final summary relies on unsupported assertion rather than evaluation to justify the greater strength of Document 2.

Total mark awarded = 5 out of 14

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