

# Geography

## Summer Independent Learning Year 12- 13 Summer 2022.

	Task	Completed?
Part 1 NEA	1. Check you have done EVERYTHING on the checklist for the introduction, background information and methodology. Common errors – not fully completing the background information (Geography & key words around your subject, relevant information about your location, possibly other examples that will help explain your findings).	
	2. Collect your data for your NEA taking care to show accuracy, think about frequency and timings. The less data you collect, the less reliable it will be and harder to present and analyse. Aim for a minimum of 8-12 samples for statistics. If you can get more...brilliant!	
	3. For ONE primary fieldwork method, create a professional looking infographic. Plus, present ONE secondary data source (i.e. graphs, articles coded and annotated, mapped data...depends on your title).	
Coca Cola	4. Spatial distribution consumption map and description of your findings. Take it further with the challenge looking at the cost of soft drinks around the world?	
	5. One Brand Marketing clip analysis x 2	
Statistics Exam practice	6. Complete two statistics exam questions. Triangular graph help: <a href="https://youtu.be/tKIY1-layX4">https://youtu.be/tKIY1-layX4</a>	
Preview	7. Preview Learning - Globalisation key terms and examples to aid understanding. Take it further: find out more about globalisation? <a href="https://www.watfordgrammarschoolforgirls.org.uk/wp-content/uploads/2020/07/243-Measuring-globalisation.pdf">https://www.watfordgrammarschoolforgirls.org.uk/wp-content/uploads/2020/07/243-Measuring-globalisation.pdf</a>	
Essay planning	8. Plan two 20 mark essays	

## Part 1- NEA

The geography non-exam assessment (**NEA**) for the AQA specification is an independent investigation. It is worth 20% of your overall A Level grade and is a compulsory element of the course. You have started to plan your NEA completing an Introduction, background information and methodology during the summer term at college. This may need improving over the Summer.

Over the summer you are expected to **collect data** for your investigation by conducting **both primary and secondary research** for your approved title. The collection of data can be undertaken at any point during the summer period although it is advised that you complete the data collection sooner rather than later to ensure that you have adequate time to complete your planned methods and if necessary, the opportunity to go back and collect further data if needed. Below of is a checklist of tasks that you need to complete ready for your first week back in college at the start of the Autumn term.

<p>Area 1- Introduction &amp; research  (10 marks)</p>	<ul style="list-style-type: none"> <li>• Focused investigation title – testable? Why this title?</li> <li>• Clear sub-questions OR aims OR hypotheses? Do these help answer the main title?</li> <li>• Can you measure the title and sub-questions using the fieldwork methods you have chosen?</li> <li>• Justified your questions? Explained your expectations?</li> <li>• <b>Specifically quoted the parts of the specification, including its section number that fit with your title</b> – show selection. Justify your choice of syllabus sections? How/ why does it fit?</li> </ul> <p><u>Location</u></p> <ul style="list-style-type: none"> <li>• Clear location of chosen place and survey sites</li> <li>• Justified your location(s) in a detailed way? (time, distance, land use, geographical context/setting)</li> <li>• At least 3 maps of increasing scales. Maps have clear scale with north arrows?</li> <li>• May annotate maps with relevant information about your place?</li> </ul> <p><b>Background information from other sources &amp; Literature Review</b></p> <ul style="list-style-type: none"> <li>• Explained and introduced the geography ideas/ keywords/theory/ concepts /models that are relevant to your investigation?</li> <li>• Covered the key theories that you want to use later to help you explain?</li> <li>• Compared these theories/ideas – similarities / differences?</li> <li>• Does your research link to and/or help answer and/or explore your questions/hypotheses?</li> <li>• Have you got the WIDER picture of general geography of this topic area? As well as relevant local information? Why it is important to study? Any gaps in knowledge?</li> <li>• Contrasting examples that are relevant?</li> <li>• Have your clearly referenced within the text for any sources used? Listed these in a bibliography (at the very end of your NEA)?</li> <li>• Is it Harvard referencing? Or Oxford? 6 <u>academic</u> resources or more?</li> <li>• Range of different types of sources?</li> <li>• You may include secondary data within here or later in your data presentation and analysis</li> </ul>
<p>Area 2- Methodology (15 marks)</p>	<ul style="list-style-type: none"> <li>• <b>Site</b> – named clearly and justified your specific sample <b>location(s)</b>?</li> <li>• <b>Sampling</b> - <i>named, explained and justified</i> your <b>sampling</b> method, and made this clear throughout?</li> <li>• <b>Sampling</b> – named sample size and Justified it? Is it big enough to be tested using a statistical test (1 per question).</li> <li>• Range of <b>primary methods x 6</b></li> <li>• Justified your choice of <b>methods</b> and said how they will help you answer each sub -questions/ aims/ hypotheses.</li> <li>• Is this really clear? Are relevant?</li> <li>• Have you thought about the <b>factors</b> which may affect the collection/ results on the day e.g. time constraints, equipment or weather conditions?</li> <li>• Have you justified/considered <b>frequency, timing, accuracy</b>, data approaches?</li> <li>• Have you described your methods so that they are able to <b>repeated</b> by someone else with the detail you have given? Could they use your method to test your hypotheses and get similar results (replicable)?</li> </ul>

- Demonstrated that you have collected **good quality data**? How will you make sure results are accurate? Photos? Tables showing detail?
- Made it clear if it was group or individual method of collection?
- Got **secondary data** too? X 3. Made this clear?
- Used both **qualitative** and **quantitative** methods? Made this clear?
- Accurately used geographical **vocabulary** throughout?
- Have you considered the **limitations** of your methods? (Area 4 evaluation).
- Have you said how you could reduce these limitations – **improvements**?
- Have you considered **ethical issues** from your methods individually / overall? (Area 4 evaluation).
- Completed a **risk assessment** to consider your risks, risks to others and the environment?

- Area 3- Data collection
- Have you created and printed a data collection booklet?
  - Have you planned an itinerary for your day?
  - Have you completed your risk assessment?
  - Made sure your data collection will take place in at least pairs?
  - Have you completed a pilot study to check out the area before you start your data collection?
  - Have you collected all your data and recorded it carefully so you can use the data to create graphs... geospatial presentation and complete statistics?
  - Made sure you have copies of your results in case something happens to them?

Area 3 Data presentation

For ONE fieldwork method, create a professional looking infographic – see here for ideas.

**WATCH THIS SPACE INFOGRAPHICS ARE**

- 100% OF BUSINESSES CAN BENEFIT EVERYONE SHOULD CONSIDER THE POTENTIAL ADVANTAGES
- INFOGRAPHIC PRODUCTION INCREASES BY 1% EVERY DAY
- THEY SHOW AN EXPERT UNDERSTANDING OF A SUBJECT AREA OR TOPIC
- THEY CATCH THE EYE OF JOURNALISTS AND STAND OUT FROM ALL THE OTHER TEXT-BASED PRESS RELEASES
- INFOGRAPHICS HELP TO VISUALISE RELATIONSHIPS & STATISTICS SIMPLY & EASILY
- 90% OF INFORMATION THAT COMES TO THE BRAIN IS VISUAL
- 40% OF PEOPLE WILL RECALL BETTER TO VISUAL INFORMATION THAN PLAIN TEXT
- ≈13 MILLION RESULTS FOR THE TERM 'INFOGRAPHIC' ON GOOGLE
- INFOGRAPHICS GO VIRAL
- INFOGRAPHIC GRAPHIC OF
- INFOGRAPHIC BROUGHT TO YOU BY ZABISCO

**Sub question 3: How is the gentrification of the town currently perceived by locals?**

Method of data collection: **Questionnaire**

The following information is a summary of the result which I obtained from a questionnaire completed in Aldeburgh on 4<sup>th</sup> March 2018.

**82%** of people agreed that Aldeburgh has undergone 'gentrification' in recent years?

82% Yes, 12% Don't know, 6% No

**What are the main impacts you consider have been made by increased gentrification in the town?**

- 25% - Inflating house prices
- 22% - Shortage of parking
- 18% - Closure of local services
- 15% - Improved quality of shops
- 12% - Improved appearance of buildings
- 9% - Don't know

**How many of your neighbours permanently live in town?**

68% felt there has been **too much** 'gentrification' in Aldeburgh in recent years?

**65%** of locals felt that 'a limit on the amount of second-homes within the town' should be enforced by the local council

The information gathered from my questionnaire has confirmed that locals feel the town has changed as a result of gentrification, with most, 62% feeling that there had been too much change as a result of gentrification in recent years.

In addition, of the choices available to locals when asked what they considered to be the greatest impact of gentrification on the town, the top 3 answers were all negative – with 65% giving a negative response.

This all suggests locals have a **negative perception** of gentrification in Aldeburgh.

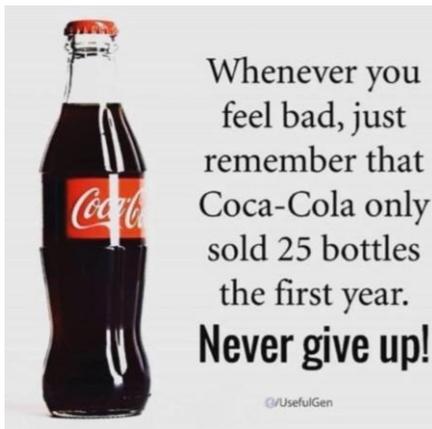
## Part 2-An Investigation into Coca Cola a Global brand



### Paper 2

### Global systems and global governance

# Coca-Cola



Key investigation questions for this section, can you add anymore?

**How** did Coca Cola grow to be the leading global drinks brand in the world?

Does everywhere in the world drink Coca Cola? **Who** drinks the most?

**Why** are some brands more successful than others?

**What** impacts do large global TNCs (Transnational Companies) like Coca Col have on local communities, individual countries, regionally and globally?

**How** is Coca Cola organised?

**What is the spatial distribution of Coca Cola consumption? (Where is Coca Cola consumed?)**



1. Study the data below. Create a choropleth map to present this data. Use the key below and colour in each country to fit the key.
2. Describe how consumption patterns vary. Can you explain the differences between countries? How might this change in the future?



Pattern of Coca Cola consumption by country



**Take it further:** Can you afford to drink coke everywhere? How much does it cost for a 0.33ml bottle of coke? How long would it take you to earn that money? Pakistan a bottle costs USD 0.28. If you were on the minimum wage, you would earn USD 0.80 in one hour, so you could afford 2 bottles. How does that change elsewhere? [https://www.numbeo.com/cost-of-living/country\\_price\\_rankings?itemId=6](https://www.numbeo.com/cost-of-living/country_price_rankings?itemId=6) [https://en.wikipedia.org/wiki/List\\_of\\_minimum\\_wages\\_by\\_country](https://en.wikipedia.org/wiki/List_of_minimum_wages_by_country) (Use nominal wage per hour in USD)

**How did the world’s leading drinks brand go truly global?**

**Coca-Cola takes ‘One Brand’ marketing strategy global with ‘Taste the Feeling’ campaign.**

Coca-Cola launched its first global marketing campaign in 2016 its ‘One Brand’ strategy global with the introduction of the new ‘Taste the Feeling’ strapline.

<https://www.youtube.com/watch?v=jUvPuQU-1vQ>

**Watch the video clip-** *This was an excellent global marketing strategy because.....*

[https://www.youtube.com/watch?v=iG\\_LG\\_cQf0g](https://www.youtube.com/watch?v=iG_LG_cQf0g)

**Watch the video clip-** Coca Cola has been synonymous with sporting events and sponsors FIFA and the World cup. *This was an excellent marketing strategy because.....*

**Preview Learning – Research these terms and write a concise definition in your own words. Give an example too.**

Keyword	Definition	Example
Global marketing		
TNC (Transnational Companies)		
Globalisation		
Glocalisation		
Vertical integration		
Horizontal integration		
Economies of scale		
Division of Labour		
Franchise		

**Take it further:** find out more about globalisation?

<https://www.watfordgrammarschoolforgirls.org.uk/wp-content/uploads/2020/07/243-Measuring-globalisation.pdf>

Statistics Skills Practice

0 3

A student was planning a fieldwork investigation into place satisfaction in her local town.

Figure 3 outlines the background to this investigation and the secondary data she collected.

Figure 3

The student decided to survey the residents of two housing estates that had both been built five years previously. One housing estate was built on a brownfield site close to the town centre and the other estate built on a greenfield site on the edge of the town.

The student's hypothesis for this investigation was:

**'The residents of the housing estate on the greenfield site will have greater place satisfaction than those living on the brownfield housing estate.'**

As a starting point the student decided to collect secondary data on the size of houses on each development. She was able to collect this from the plans of the developments submitted to the local council before the houses were built.

The table below shows the secondary data collected by the student.

Site A is the housing estate on the greenfield site.  
Site B is the housing estate on the brownfield site.

Number of bedrooms	Site A (%)	Site B (%)
4 or more	48	29
3	36	29
2 or fewer	16	42

0 3 . 1

Referring to Figure 3, plot and label the data for Site A and Site B onto the triangular graph in Figure 4 (opposite).

[2 marks]

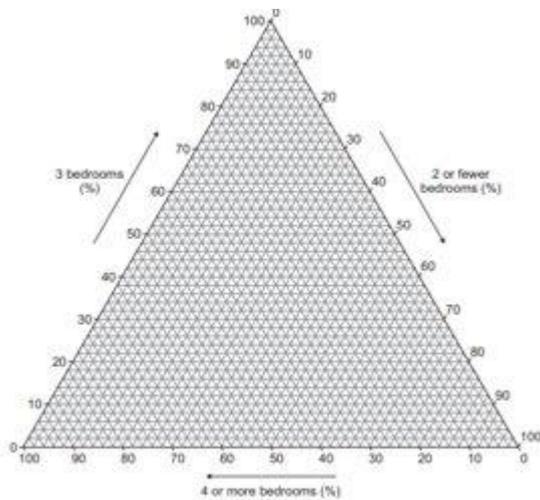


Figure 5 outlines how the student carried out the investigation.

Figure 5

The student carried out primary data collection in both sites. She collected data from 11 residents on each housing estate by knocking on doors and asking people if they would take part in the survey. She collected quantitative data and qualitative data.

**Quantitative data**

The 11 residents surveyed were asked to give a score for the following categories:

- local surroundings
- community
- noise
- air quality.

The residents were asked to give a score out of ten on a sliding scale, where 0 would be very low satisfaction and 10 very high satisfaction.

The student then calculated an 'overall satisfaction' score by adding together the individual values.

**Qualitative data**

The student carried out five-minute interviews with the residents using the same categories as prompts to find out reasons for the scores given by residents.

Here are two examples of the qualitative data collected from the interviews with the residents.

"I have been really happy here as I'm close to the shops and I've even got a choice of supermarkets within ten minutes' walk from my door. I don't really know my neighbours as everyone keeps themselves to themselves, but it's great to live in a new house so close to the town centre. I do worry that the traffic congestion is causing bad air quality, especially in summer."

"I'm very happy with the house and it is great to have such a large garden. But it feels like a very empty place during the day as everyone leaves to go to work. I haven't really got to know anyone and I don't really have anyone I can go to if I need help. But the estate is spaced out and it doesn't feel like it is crowded. It can be noisy at the weekends as there are often parties at the community centre that was built as part of the development."

0 3 . 2 Complete Figure 6 (opposite) by calculating the mean and the inter-quartile range (IQR) for Site A. [4 marks]

Figure 6

Site A

Resident	Score
1	38
2	25
3	33
4	28
5	34
6	27
7	26
8	32
9	24
10	29
11	23

Site A mean score =

Site B

Resident	Score
1	33
2	39
3	33
4	36
5	16
6	17
7	8
8	34
9	14
10	35
11	32

Site B mean score = 27

Site A with satisfaction scores ranked

Rank	Score
1	38
2	34
3	33
4	32
5	29
6	28
7	27
8	26
9	25
10	24
11	23

Site A

Inter-quartile range:

Upper-quartile (UQ) =  $\frac{n+1}{4}$ th position = \_\_\_\_\_ score

Lower-quartile (LQ) =  $\frac{3(n+1)}{4}$ th position = \_\_\_\_\_ score

Inter-quartile range (IQR) = \_\_\_\_\_

IQR is the difference between UQ and LQ

Site B IQR is 19

0 3 . 3 Interpret the findings from Figure 6. [2 marks]

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Question 3 continues on the next page

Turn over ▶

**Figure 4** provides data about the number of deaths caused by tropical storms originating in the North Atlantic each year between 1996 and 2005, and between 2006 and 2015. The data is being analysed using standard deviation.

**Figure 4**

Tropical storm deaths, 1996–2005	
Year	$x$
1996	3 483
1997	3 126
1998	50
1999	23
2000	92
2001	30
2002	78
2003	9 715
2004	4
2005	126
$\Sigma x = 16\,727$	
$\bar{x} = 1\,672.70$	
$\sigma = 2\,972.20$	

Tropical storm deaths, 2006–2015			
Year	$x$	$x - \bar{x}$	$(x - \bar{x})^2$
2006	89	-96.20	9 254.44
2007	17	-168.20	28 291.24
2008	47	-138.20	19 099.24
2009	199		
2010	100	-85.20	7 259.04
2011	287	101.80	10 363.24
2012	6	-179.20	32 112.64
2013	761	575.80	331 545.64
2014	341	155.80	24 273.64
2015	5	-180.20	32 472.04
$\Sigma x = 1\,852$		$\Sigma (x - \bar{x})^2 = 494\,861.60$	
$\bar{x} = 185.20$			
$\sigma =$			

Where:  
 $x$  = number of deaths  
 $\bar{x}$  = mean  
 $\Sigma$  = sum of  
 $\sigma$  = standard deviation  
 $n$  = number of values

Formula for calculating standard deviation:

$$\sigma = \sqrt{\frac{\Sigma (x - \bar{x})^2}{n}}$$

**0 4 . 4** Complete **Figure 4**, and then analyse the data in the completed **Figure 4**. **[6 marks]**

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## Initial assessment

In September there will be an initial assessment, create a detailed essay plans for the following Hazards essay questions.

- 'The severity of the impacts of the volcanic hazards experienced in a place is affected box more by the nature of plate boundaries than the level of development of the place.' To what extent do you agree with this view? [20 marks]
- Volcanic hazards will always have a greater impact than storm hazards. To what extent do you agree with this view? [20 marks]

