**Objectivity Questions**

**Structure of answer…**

1. **Evidence that shows that the statement is objective (accurate/balanced).**
2. **Evidence that shows the statement is not objective (biased/exaggerated/untrue).**
3. **Overall comment about how objective the statement is.**
4. **Comment on origin/reliability of sources.**

**How to write your answer**

The statement is accurate to an extent because in **Source A** it states that an Ipsos MORI poll revealed that 60% of voters felt the debates would help them decide who to vote for. ***Link to source B*** - before the first live debate 14% of voters indicated that they would not vote for the main parties, however, following the leaders’ initial performances this had decreased to 8% and the Liberal Democrats share of the vote increased by 9%. **(2 marks)**

In addition to this, in **Source A** it states that an independent polling organisation found over a million voters (4% of voters) altered the way they would vote. ***Link to source B*** - before the first debate Conservatives had a 5% lead over Labour which disappeared following the leaders’ first performance. **(2 marks)**

However, the information in **Source A** also shows that the televised debates had little impact on voting intentions. Only 12% said the survey changed their minds about who to vote for. ***Link to source B-*** which shows that there was very little change in percentages for Labour and Conservative of voters who claimed that they would vote for them in a General election and there is no evidence to say that it was the debate that changed people’s minds. **( 2 marks)**

Overall the evidence clearly shows that the debate may have had some impact on voting intentions, however it was not a big enough impact to change the result of the election. **Sources A** and **B** show that people that said they would vote for the Lib Dems increased substantially and that the Conservative Party’s lead in the polls reduced.

However, the sources also show that the vast majority of people did not change their minds as a result of the televised debate which suggests that perhaps it is an exaggeration to say that the debate had a significant impact. (2 marks)

The origin of the sources may also have an impact upon the accuracy of the information. For example in source A various sources are used. It makes reference to an independent survey that was carried out however the reliability could be questioned as there is no information on the size of the sample for the survey. On the other hand, some information has been gathered by Ipsos MORI, and they are a widely respected polling organisation, making them more reliable. **(2 marks)**