

## Achievement Standard

**Subject Reference** Media Studies 1.1

**Title** Demonstrate understanding of how individuals interact with the media

**Level** 1      **Credits** 3      **Assessment** Internal

**Subfield** Social Science Studies

**Domain** Media Studies

**Status** Registered      **Status date** 30 November 2010

**Planned review date** 31 December 2014      **Date version published** 30 November 2010

This achievement standard involves demonstrating understanding of how individuals interact with the media.

### Achievement Criteria

Achievement	Achievement with Merit	Achievement with Excellence
<ul style="list-style-type: none"> <li>Demonstrate understanding of how individuals interact with the media.</li> </ul>	<ul style="list-style-type: none"> <li>Demonstrate in-depth understanding of how individuals interact with the media.</li> </ul>	<ul style="list-style-type: none"> <li>Demonstrate comprehensive understanding of how individuals interact with the media.</li> </ul>

### Explanatory Notes

1 This achievement standard is derived from the Social Sciences learning area of *The New Zealand Curriculum*, Learning Media, Ministry of Education, 2007, and the Level 6 Media in Society strand of the *Teaching and Learning Guide for Media Studies*, Ministry of Education, 2010 available at <http://seniorsecondary.tki.org.nz/>.

2 *Demonstrate understanding* involves describing the key patterns of media use by at least two individuals and identifying similarities and/or differences.

*Demonstrate in-depth understanding* involves giving reasoned explanations for described key patterns and similarities and/or differences of media use.

*Demonstrate comprehensive understanding* involves giving reasoned explanations of the significance of these key patterns for the individuals and/or the media.

*How individuals interact with the media* includes but is not limited to:

- what media the individuals interact with
- where and when this media interaction takes place
- the degree to which individuals are actively involved with their media use; for example, listening to an iPod while doing homework is mostly passive interaction.

Interaction may include but is not limited to:

- reading magazines
- watching television
- scanning billboards
- listening to the radio
- using an iPod
- visiting and updating social networking sites
- creating content on the internet.

An explanation could include consideration of such features as: age, gender, socio-economic status, ethnicity or cultural background, personal preferences, accessibility of media, and competency of media use.

Reasoned means a logical argument supported by specific evidence.

- 3 Individuals chosen for comparison must be selected based on identifiable differences in their use of media. One individual could be the student themselves.
- 4 Previously gathered information must be used to examine the individuals' media interaction. This information may have been gathered by the students, provided by the teacher, or derived from other sources.
- 5 Conditions of Assessment related to this achievement standard can be found at [www.tki.org.nz/e/community/ncea/conditions-assessment.php](http://www.tki.org.nz/e/community/ncea/conditions-assessment.php).

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### Replacement Information

This achievement standard replaced unit standard 7467.

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### Quality Assurance

- 1 Providers and Industry Training Organisations must be accredited by NZQA before they can register credits from assessment against achievement standards.
- 2 Accredited providers and Industry Training Organisations assessing against achievement standards must engage with the moderation system that applies to those achievement standards.

Accreditation and Moderation Action Plan (AMAP) reference

0233