

No part of the candidate evidence in this exemplar material may be presented in an external assessment for the purpose of gaining credits towards an NCEA qualification.

3

91598



915980



NEW ZEALAND QUALIFICATIONS AUTHORITY
MANA TOHU MĀTAURANGA O AOTEAROA

QUALIFY FOR THE FUTURE WORLD
KIA NOHO TAKATŪ KI TŌ ĀMUA AO!

SUPERVISOR'S USE ONLY

Tick this box if there is no writing in this booklet

Level 3 Social Studies 2020

91598 Demonstrate understanding of how ideologies shape society

9.30 a.m. Monday 30 November 2020
Credits: Four

Achievement	Achievement with Merit	Achievement with Excellence
Demonstrate understanding of how ideologies shape society.	Demonstrate in-depth understanding of how ideologies shape society.	Demonstrate comprehensive understanding of how ideologies shape society.

Check that the National Student Number (NSN) on your admission slip is the same as the number at the top of this page.

You should attempt the task in this booklet.

Pull out Resource Booklet 91598R from the centre of this booklet.

If you need more room for any answer, use the extra space provided at the back of this booklet.

Check that this booklet has pages 2–12 in the correct order and that none of these pages is blank.

YOU MUST HAND THIS BOOKLET TO THE SUPERVISOR AT THE END OF THE EXAMINATION.

High Merit

TOTAL

06

ASSESSOR'S USE ONLY

INSTRUCTIONS

Read **Resource Booklet 91598R** and use **relevant social studies concepts** and **specific evidence/examples** from the resources to respond to the task below. You may also use your own knowledge to support your response.

You should respond to the task in essay form or in a series of paragraphs. Your response should be concise and well argued.

Space for planning is provided on page 3. Begin your response on page 4.

TASK: HOW IDEOLOGIES HAVE INFLUENCED TECHNOLOGY IN SOCIETY

Explain *how and/or why* TWO ideologies have influenced technology in society.

Which ideology has had the greatest influence on technology and why?

In your response, you should include:

- the points of view, values and perspectives of the different individuals/groups involved
- at least ONE social process from the resources.

PLANNING

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PLANNING

- Describe
- link
- Ideology 1 Capitalism - Surveillance Google - "Big Data"
- Ideology 2 Authoritarianism - ~~Control~~ Control - enforcement
- Explain both ideologies with perspectives
- Allow discussion at the end to explain how ideologies are not only linked to each other but technology.
- Impact on society

You should aim to write a concise response of no more than 5–6 pages. The quality of your writing is more important than the length of your response.

ASSESSOR'S
USE ONLY

Remember: You must use **relevant social studies concepts** and **specific evidence/examples** from the resources in your response.

Begin your response here:

Technology throughout society has become increasingly relevant as it can improve everyday life and create easier ways to communicate. The searches, social media likes, location tracking and constantly increasing surveillance has meant society's privacy is at risk. The combination of Authoritarianism, forced obedience at the cost of personal freedom, ~~that present~~ and Capitalism, having a society so economically exploitable, has created a danger of extreme infringement of human rights. /

The shift in social norms regarding surveillance and the lack of legislative reform has allowed surveillance capitalism, commodifying personal data for profit, ~~to~~ throughout the 21st century to become a pathway to extreme authoritarianism. Capitalism depends on ~~that~~ supply and demand ~~and~~ therefore within capitalist societies anything possible can and will be sold. This has grown to include the surveillance of people's digital foot print or their data. The 2018 Cambridge Analytica discovered that the majority of Americans living in surveillance capitalism believe that they

* With ~~google~~ ^{more} google amassing 5.1.2 trillion searches per year

retained little to no control over the data surveillance capitalism allows Government and ~~the~~ large corporations to collect from them. The first example of surveillance capitalism involved Google in the mid 2000's storing their users data to sell in the new market of "Big Data". This process now occurs ~~marking~~ on a grand scale* through evolving practices of using social media ~~and~~ and all of the products that google has ~~given~~ given for "free" at the cost of personal data. Google's parent company is now valued at US\$822.1

The capitalist ideology which supposedly "breeds innovation" has found new sources of data like connected toys collecting information on the demographic of literal infants ~~to~~ to sell. Connected toys are only the beginning of ~~various~~ innovative forms of technology being invented ~~various~~. The ~~new~~ new form of collecting data large capitalist companies ^{like google & facebook} can exploit is microchipping. This involves implanting cylindrical codes into someones hand which can then be used for things like opening doors and using ~~paywave~~ paywave. This chip can track your location and purchase history inevitably sourcing more data in these surveillance capitalism reliant ~~various~~ societies. Jouman Osterlund who believes in transhumanism, combining technology and biology, administered these microchips for free to employees of a US

company called Three Square Market, enabling workers to feel more inclined to easily access the ~~workroom~~ staffroom canteen. This as a micro-scale interaction could easily be turned into a ~~an~~ authoritarian environment because soon enough those who spend more in the canteen can be tracked, seated closer to it in the workplace, introduced to new impressionable new employees therefore beginning a workplace cultural shift where everyone spends money at the canteen. Why keep workers who do not spend money when others could bring the company more profit.

This all exists due to surveillance Capitalism and the "Big Data" market. The Majority of this has been implemented in countries that are highly educated. Executive Director for Harvard's Centre for internet has ~~stated that~~ questioned whether they are a person being paid for ~~their~~ your work, or are you the property of the ~~company~~ ^{company} you work for? (- Urs Gasser) Gasser's opinion critiques the new cultural shift towards microchipping as it dehumanises the working class and soon enough could be enforced as an authoritarian government would.

Authoritarian surveillance suggest forcing people within a society to be subject to constant watching and constant records of where a person is. This would violate humans right

to privacy as there is no need to implement such techniques on widespread millions when wrongdoing is limited to a small percentage of societies. Innocent people should be allowed to live their lives as it is their right. In the Chinese city of Chongqing there is a system forced upon society which will notify the police if there is a 60% match when scanning facial features similar to a person who is ~~wanted~~. The city has ~~been predicted~~ been predicted to install 626 million within the next year. This enforces obedience through technology therefore enabling authoritarianist government control over its people. This technology is a representation of how Automated facial recognition and surveillance capitalism works to conceptually lower crime but instead misuses power and control to incapacitate the freedoms of millions. Stuart Greenfield leader of UK facial recognition company "Facewatch" claimed that "if used responsibly by law enforcement and business to assist in reducing crime it is a positive force for good" Greenfield's opinion itself ~~shows~~ shows that there is a large "if" and that is not good enough for any society which believes in the interests of the people!

Of ~~course~~ course, societies based on the capitalist and Authoritarian ideology constantly follow a trend of using technology to ultimately

Put profit above people. Surveillance Capitalism is the catalyst the government and giant global corporations like Alphabet (Google's parent company) uses in increasing their profit. And within a system thriving off of Surveillance Capitalism, Authoritarianism grows. The impacts that this has are clear. ~~It's~~ everyday people not only feel powerless but stuck. ~~It's~~ "Modern" societal norms have made technological advances so crucial to our existence yet are also exploiting our existence as our personal Data is stripped into data banks and sold. There is just a resounding feeling of an entity, all knowing, which is an analogy of an Authoritarian government. ~~The~~ force put on society simultaneously ~~keeping~~ ~~stifling~~ stifling the masses and keeping those in power very comfortable. This is the power of technology like in Chongqing which has a ratio of 1 camera for every 6 residents. There is no public consensus ~~asked~~ politicians ask for, no referendums ~~only~~ only widespread enforcement.

deeper
down →

This is what defines Authoritarianism utilizing surveillance capitalism and this sweeping wave of technology is not ~~improving~~ improving anybody's lives except keeping the rich richer.

Merit Exemplar 2020

Subject	L3 Social Studies	Standard	91598	Total score	06
Q	Grade score	Annotation			
1	M6	<p>The candidate:</p> <ul style="list-style-type: none">• outlines clearly how and/or why the relevant ideologies influenced technology in society by providing reasons as to how and/or why society had been shaped• supports the how and / or why with evidence such as definitions, names of people / organisations / government programmes, and quotations.			