

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 2018 **Date version published** 20 November 2014

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

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 <http://ncea.tki.org.nz/Resources-for-Internally-Assessed-Achievement-Standards>.

Replacement Information

This achievement standard replaced unit standard 7467.

Quality Assurance

- 1 Providers and Industry Training Organisations must have been granted consent to assess by NZQA before they can register credits from assessment against achievement standards.
- 2 Organisations with consent to assess and Industry Training Organisations assessing against achievement standards must engage with the moderation system that applies to those achievement standards.

Consent and Moderation Requirements (CMR) reference

0233