

91039R



NEW ZEALAND QUALIFICATIONS AUTHORITY  
MANA TOHU MĀTAURANGA O AOTEAROA

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## Level 1 Social Studies, 2017

### 91039 Describe how cultures change

2.00 p.m. Thursday 16 November 2017  
Credits: Four

## RESOURCE BOOKLET

Refer to this booklet to answer the questions for Social Studies 91039.

Check that this booklet has pages 2–8 in the correct order and that none of these pages is blank.

**YOU MAY KEEP THIS BOOKLET AT THE END OF THE EXAMINATION.**

## LEISURE: INTRODUCTION

Leisure can be described as free time for entertainment, social activities, relaxing, active recreation or any activity that gives direct enjoyment. The concept of leisure time appeared in the twentieth century. Changes to working hours gave some people more time off. More people lived in towns where there were many places to spend hard-earned money. In the boom times of the 1920s, and in the years after World War II, leisure activities blossomed further. By the second half of the century, leisure and recreation were a core part of modern life.

Picnic races, 1960

Street break-dancing, 1980

Café culture, 2010

Camping, 2015

## CHANGES IN LEISURE FOR DIFFERENT GROUPS

### RESOURCE A: CHANGES IN LEISURE FOR NEW ZEALANDERS

New Zealanders are doing less of just about every leisure activity, except sitting at a computer.

A report issued by pollsters Roy Morgan says 83 per cent of New Zealanders used a computer at home in 2011, up from 59.7 per cent in the previous decade. We are now less likely than we were ten years ago to play sport, entertain friends and relatives, or go to movies, sports events, art galleries and museums.

Auckland University of Technology public health professor Grant Schofield said the general picture is of a more sedentary (inactive) society and less social involvement. "Involvement in society beyond yourself is on the whole declining, and I guess more computer time reinforces that," he said.

Auckland resident Maxine Rupuka said:

"Computers are the new way to shop. You can get everything on a computer and with petrol nearly doubled from 104.5 cents a litre in 2001 to 205.8 cents a litre in 2015, why wouldn't you do it this way?"

## RESOURCE B: CHANGES IN LEISURE FOR CHILDREN

Children now spend more time in front of a screen than ever before, but largely at home, and it includes watching TV, playing games consoles, using a mobile, computer or tablet. Children aged five to sixteen spend an average of six and a half hours a day in front of a screen compared with around three hours in 1995. Chris Lim, a twelve-year-old from Palmerston North, said “I would be on my iPad all the time if I was allowed. I hate it when it gets taken away for boring things like dinner and family time. I would like to be in a digital school so I can use it all the time – you know – it’s for homework Mum, so it’s OK!”

Teenage girls now spend an average of seven and a half hours a day watching screens, compared with three and a half hours a day of TV viewing in 1995. Younger children fare slightly better – in 1995, five to ten-year-olds averaged around two and a half hours of TV a day. Fast-forward to 2014, and screen time for that age group has risen to four and a half hours a day. Nigel Latta, a clinical psychologist, said “Technology itself is a good thing and is allowing today’s children to do things my generation could never have dreamed – but there is clear evidence that too much time sitting immobile watching a screen is bad not only for health, but for family interaction.”

## RESOURCE C: CHANGES IN LEISURE FOR ADULTS

In the past, clubs were the primary focus for most leisure activities. New Zealanders flocked to join hobby groups, operatic societies, choral groups and, of course, sports groups. Rugby, bowling, league, and cricket were all popular forms of organised sports, particularly among men, while netball was popular among women. Grounds and sporting spaces, already established in cities, were developed in small rural towns. Kitt Willingham remembers playing for the Sanson rugby team, with fond memories. “We weren’t the greatest team, but we played with heart. The team spirit between all of us was something wonderful. I miss the connection with everyone and the way everyone supported each other.”

By the early 2000s there was a greater focus on individualism and a greater interest in those sports and activities that took less time or offered flexibility in when they could be undertaken. Walking, cycling, swimming, gardening and going to the gym became more popular ways of gaining fitness. Research by Fitness NZ suggests that the number of gym goers – believed to be about one in eleven people – grew about 4 per cent in 2013. “My Dad speaks of the ‘good old days’ of rugby teams and chasing it down with a beer after the game. I couldn’t think of anything worse. I need ‘me time’ and going out for a walk or run, or going to the gym, is so much better than having to go to practices and play every Saturday,” said Louise Wheeler, a gym instructor at Les Mills.

There is also evidence that participation and club membership among all sports declined in favour of sedentary leisure activities such as watching films, live performances, and television, and, more recently, Internet use.



Sanson Grandstand

## **THE PROCESSES THAT LED TO THE CHANGE, AND THE IMPORTANCE OF THE PROCESS FOR SOCIETY**

### **RESOURCE D: TECHNOLOGY**

Leisure activities traditionally took place within the local community, but as technological changes and advancements occurred in transportation, people chose to go further afield for their leisure activities. From the late nineteenth century, New Zealand's expanding rail network opened up exciting new leisure and tourism opportunities. Excursion day trips were popular from the 1870s, but the heyday of rail tourism was in the 1920s and 1930s. Over time, more families had cars, and these provided even greater freedom and opportunities for recreation. This is especially seen in outdoor activities like tramping and camping, which saw a huge growth in 1970s New Zealand.

Traditional ideas of leisure have been transformed by technology. While traditional leisure activities used to occur within the home, bars, restaurants, parks, and outdoor spaces, today's leisure can also be experienced through the computer and virtual spaces.

New Zealand's first television transmission went to air on 1 June 1960. Since then TV viewing has become a familiar, shared daily ritual for most New Zealanders, young and old. The 'box' remains a major source of family entertainment and leisure, although much more of it is now streamed from websites like Quickflix, Lightbox, Neon and Netflix.

In 1989, New Zealand got its first link to the internet. But it was not until about 1994 that there were enough interesting websites on the World Wide Web to broaden its appeal beyond the early adopters and technology-fascinated crowd. By 2006 amateur online content, such as LonelyGirl15, had us hooked on watching internet video. And when we were not watching video online, we were online talking about what was on the television. Many New Zealanders were engaging with social media by 2008, and it has increasingly become integrated into everyday lives. Now computer-based home video games are the fastest growing type of entertainment, except for internet usage.

The use of technology as a major focus for leisure activity appears to reduce participation in active and health-enhancing leisure activities, influencing an individual's physical

health. About one third of New Zealand children and teenagers are overweight or obese. Not so coincidentally, it has been estimated that the average child spends upwards of seven hours watching television, browsing the Internet and playing video games each day. An increase in exposure to technology goes hand in hand with a decrease in physical activity. As children spend more time sitting, in front of the TV or computer or in a car, they spend less time outside running around and burning off energy. Over time, this can lead to significant weight gain.



**Percentage of obesity by country 2015**

## RESOURCE E: ECONOMICS

The rising costs of leisure activities are causing more people to stay at home in favour of screen-based entertainment like on-demand movies and television, or to participate in lower cost individual activities like walking and cycling.

### Cinemas

Statistics New Zealand figures show the steady rise in movie ticket prices. In 1950, going to a film cost roughly \$9 in today's money. Now, the average adult ticket costs \$15.50, or up to \$21 to see a 3D film.

Consumer NZ research writer Jessica Wilson said: "A night out at the movies isn't cheap and cinemas may have to cut prices to compete. Internet data use showed more households were streaming movies online. Online streaming services have provided consumers with more viewing options. These services mean cinemas are facing increased competition for consumers' entertainment dollars." Wilson noted that between June 2013 and June 2015, internet data use rose 143 per cent. "The huge jump in broadband use points to the rise in at-home viewing," she said.

#### Cost of Cinema Tickets 2 adults and 2 children (NZ\$):

\$83 in Australia

\$59 in New Zealand

\$32 in the United States

The rise in home viewing has coincided with a rise in digital piracy. With the advent of DVDs, piracy extended from music to movies, and many people became relatively comfortable watching footage crudely recorded in a cinema by an audience member with very shaky hands. The era of pirated DVDs was short-lived, however, as they have been replaced by torrents and streaming services. The quality of these files is often bad at best and unwatchable at worst, but viewers have still downloaded the content, making Pirate Bay a household name in the process. A nationwide survey of 1 650 movie watchers commissioned by Flicks.co.nz in 2011, showed that the proportion of respondents who watched from an illegal source was 87 per cent.

**RESOURCE E: ECONOMICS (CONTINUED)****Organised sports**

Today playing organised sports has a big price tag. Expenses such as team enrolment fees, equipment and uniform costs, travel and other expenses are often substantial and beyond the already stretched budget of many families. The average cost to be part of a sports team is about \$400 a year, and this figure increases significantly for sports like rowing that require expensive equipment.

Australians spend \$10.7 billion a year on sport and physical activity participation. However, only 29 per cent of this goes to sports clubs, with cost highlighted as one of the reasons sports clubs are not so popular. The single most popular physical activity for Australian adults aged 18 and over is walking (43 per cent). It is a similar situation in America. "Walking is the most common form of physical activity across incomes and ages and education levels," says Thomas Schmid of the USA federal Centers for Disease Control and Prevention. "That's because it's free, available right out your front door and easily incorporated into daily schedules."

With the decline in participation in sports clubs more people are taking up cheaper forms of sporting activities such as boot camp classes, Nordic walking, tai chi, rock climbing and triathlons.

Nordic walking is based on cross-country skiing and originated in Finland as a way for cross-country skiers to exercise in summer, using a specific type of carbon-fibre pole that enhances stability. Poles designed for this type of walking cost \$159 to \$299 a pair but never need to be replaced. Nordic walking in New Zealand is not confined to snowy slopes and fields as in Europe. Instead, June Stevenson, a certified instructor for the International Nordic Walking Federation, says, "I love to teach on the beach. And I'm just as happy on Ponsonby Road as I am on a Waiheke Island trail." She says the activity "uses 90 per cent of muscles 100 per cent of the time."



**Nordic walking enthusiasts**

## RESOURCE F: INDIVIDUALISM

In the past, experiences of war and economic depression shaped leisure habits; cooperation and the focus of the community were integral to relaxation. Max Dean, an 85-year-old Lions club member, said, “There was a time when joining a club was the thing to do, a time when people found a larger sense of meaning and purpose in their club memberships.”

Max’s generation, which saw value in playing a minor part in a bigger society, has been succeeded by generations without the same desire to cooperate. People are less community-focused and their changing lifestyles have resulted in a stronger emphasis on individualism, and on its corresponding world view that the interests of individuals are more important than those of society.

Community-based activities, team and club memberships, service club and church memberships have all declined. Taking their place are sports and activities that can be done more easily by the individual at a time that suits them. For example, Sport New Zealand figures show cycling is one of the top five most popular leisure activities. The Ministry of Transport Household Travel Survey (2013) showed 19 per cent of New Zealanders cycle with about 45 000 people cycling to work (about 2.9 per cent of commuters).

In Wellington, the data showed a big increase in the numbers of Wellington City residents cycling – up by 73 per cent on 2006. The number of people choosing to walk or jog had also increased by almost 16 per cent. Councillor Andy Foster, who chaired the Council’s Transport and Urban Development Committee at the time, said, “It is great to see the numbers of people cycling and walking on the increase. The increase in

cyclists is particularly encouraging and backs up why we are proposing to increase the amount we spend on new cycle lanes and cycling improvements from \$1.8 million to \$4.3 million. We’re serious about making it safer and easier to cycle in Wellington so even more people will feel comfortable to make the switch. Good cycling infrastructure makes sense, as it has proven economic and health benefits – from increased retail sales and housing prices, to reduced healthcare costs and improved well-being.”



Lions and Jaycees club membership, 1944–2006



Wellington City Urban Cycleways funded projects

## ACKNOWLEDGEMENTS

### Introduction and Resource A

Text (adapted): <http://www.nzhistory.net.nz/culture/living-in-the-20th-century/time-out>

<http://www.nytimes.com/2007/03/08/business/08scene.html>

[http://www.nzherald.co.nz/nz/news/article.cfm?c\\_id=1&objectid=10792176](http://www.nzherald.co.nz/nz/news/article.cfm?c_id=1&objectid=10792176)

Images: Picnic races 1960. <https://nzhistory.govt.nz/media/photo/picnic-races> (Ministry for Culture and Heritage)

Street breakdancing, 1980. <http://www.teara.govt.nz/en/photograph/24563/break-dancing-1984>

Cafe culture, 2010. <http://www.teara.govt.nz/en/photograph/2245/cafe-astoria>

Camping, 2015. <http://www.backpackerguide.nz/wp-content/uploads/2015/01/camping-mount-aspiring-new-zealand.jpg>

### Resources B and C

Text (adapted): <http://www.bbc.com/news/technology-32067158>

<http://www.teara.govt.nz/en/sport-and-society/page-10>

<https://www.tvnz.co.nz/one-news/new-zealand/nigel-latta-technology-isn-t-bad-but-too-much-screen-time-is-q06578>

Images: Sanson grandstand. <http://www.teara.govt.nz/en/photograph/39407/grandstand-sanson>

### Resource D

Text (adapted): <http://www.stuff.co.nz/technology/digital-living/65155585/technology-changes-our-leisure-time-but-thats-ok>

<https://nzhistory.govt.nz/culture/tv-history/history>

<http://downtothewire.co.nz/ppp-2010/>

<http://www.encyclopedia.com/humanities/encyclopedias-almanacs-transcripts-and-maps/computers-impact-leisure>

Graph: <http://www.phitamerica.org/inactivity/obesity.htm>

### Resource E

Text and graph (adapted): <http://stoppress.co.nz/news/piracy-decrease-story>

[http://www.nzherald.co.nz/nz/news/article.cfm?c\\_id=1&objectid=10740057](http://www.nzherald.co.nz/nz/news/article.cfm?c_id=1&objectid=10740057)

<http://www.stuff.co.nz/business/79945025/Wellingtons-Reading-Cinemas-Courtenay-cuts-its-standard-prices-by-6-a-ticket>

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[https://www.clearinghouseforsport.gov.au/knowledge\\_base/sport\\_participation/community\\_participation/sport\\_participation\\_in\\_australia](https://www.clearinghouseforsport.gov.au/knowledge_base/sport_participation/community_participation/sport_participation_in_australia)

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[http://www.nzherald.co.nz/aucklander/sport/news/article.cfm?c\\_id=1503376&objectid=11065306](http://www.nzherald.co.nz/aucklander/sport/news/article.cfm?c_id=1503376&objectid=11065306)

Image: <http://www.nordicwalking.net.nz/>

### Resource F

Text (adapted): <https://can.org.nz/cycling-facts>

<http://wellington.scoop.co.nz/?p=77350>

Graph: <http://www.teara.govt.nz/en/graph/31289/lions-and-jaycees-membership-1944-2006>

Map: <https://www.nzta.govt.nz/walking-cycling-and-public-transport/cycling/for-people-involved-in-cycling-programmes-and-projects/urban-cycleways-programme/wellington-urban-cycleways-programme/wellington-city-urban-cycleways-projects/>