

91598MR



Mana Tohu Mātauranga o Aotearoa  
New Zealand Qualifications Authority

## Ngā Tikanga ā-lwi, Kaupae 3, 2025

91598MR Te whakaatu māramatanga ki te āhua o tā ngā  
whakapono whakaahua i te hāpori whānui

Ngā whiwhinga: E whā

### TE PUKAPUKA RAUEMI

Kōrerohia tēnei pukapuka hei whakaoti i ngā tūmahi mō Ngā Tikanga ā-lwi 91598M.

Tirohia kia kitea ai e tika ana te raupapatanga o ngā whārangi 2–21 kei roto i tēnei pukapuka, ka mutu,  
kāore tētahi o aua whārangi i te takoto kau.

**E ĀHEI ANA TŌ PUPURI KI TĒNEI PUKAPUKA HEI TE MUTUNGA O TE WHAKAMĀTAUTAU.**

## TE PĀNGA O TE PĀHOPORI KI NGĀ TŌRANGAPŪ I AOTEAROA

### Ngā tauira o ngā whakapono

<b>Te angahaorawa</b>	Ko te ariā o tētahi pūnaha ōhanga e mau ai ngā hautaonga pūrawa i ngā kiritahi tūmataiti, i ngā pakihi rānei. Ki tā te kaiangahaorawa titiro, ko te nuinga o te uara o te pāhopori kei tana tākiri i te manawa ū, otirā, mā ngā whakatairanga rawa. E whakaahua ana te hononga i waenga i te pāhopori me te angahaorawa i te āhua o te whakamahinga o te pāhopori hei āhuatanga hirahira katoa i ngā kōkiringa tōrangapū.
<b>Te whakapeto</b>	Ko te ariā o te whakatairanga i te whakapetonga ngahue o ngā hautaonga me ngā ratonga kia koa ai, kia ngata ai hoki ngā hiahia. Ka whakamahi ngā kiritahi me ngā pakihi i ngā tikanga whakawhere, pēnei i ngā kōkiringa pāhopori whai aronga hei whakaaweawe i ngā whanonga kiritaki mā te ārahi i ngā hiahia, i ngā hapanga me ngā wawata o te tangata ki te whakatau i tāna e hoko ai. Ka whakaahua tēnei whakapono ohapori i ō te kiritaki whakaaro, ā, ka ākina te hiahoko mā ngā whakatairanga rautaki me ngā pānui hokohoko.
<b>Te manapori</b>	Ko te ariā o te whai wāhi a ngā kirirarau, kaua noa iho ki te pōti, engari ki ngā tautohetohe tūmatanui, ki ngā matapaki me ngā mautohe māriri, hei wāhanga whakahirahira mō te hāpori whānui. He tūmomo ara whai wāhi ēnei mea, e whai mōhiotanga ai te iwi kia eke ki te wā e whakaputahia ai ngā whakatau. Hei tā te whakapono manapori, ki te kore te iwi e āhei atu ki ngā wāhi e tū ai ngā matapaki hirahira, ka pā tōtika tēnei ki te pai o te papanga i tētahi manapori.
<b>Te arotini</b>	Ko te ariā o te whakaaro o te iwi whānui, kāore ō rātou māharahara e arohia ana e ērā e whai mana ana. He rite tonu tā ngā kaitōrangapū arotini whakamahi i ngā kupu kakare i ngā kare ā-roto, pēnei i ngā wenewene tūmatanui, me kore e whai tautoko. Nā te mea i hoahoatia ngā hātepe pāhopori hei whakatairanga i ngā kiko āki i ngā urupare taikaha, ka wawe ake, ka whānui ake hoki te horapa o ngā karere tākiri kare ā-roto me ngā karere tautohe. Mā tēnei e tae ai ngā ariā arotini ki te tokomaha ake o ngā tāngata, e tipu ai hoki te awenga o aua ariā arotini.

### Ngā tukanga pāpori

Ko ngā tukanga pāpori ngā ara e panoni ai, e pūmau ai rānei te ahurea me te whakahaere pāpori. Hei tauira, kitea ai ngā tukanga pāpori i ēnei mea e whai nei:

- ngā whakapainga ā-whakature, ā-tōrangapū hoki
- ngā panonitanga i ngā ritenga ā-ahurea, ā-whanonga hoki
- ngā rerekētanga o ngā tikanga ā-pakihi
- ngā huringa o ngā tikanga ā-hāpori
- ngā panonitanga hangapori.

## THE EFFECT OF SOCIAL MEDIA ON NEW ZEALAND POLITICS

### Examples of ideologies

<b>Capitalism</b>	The idea of an economic system in which private individuals or businesses own capital goods. From a capitalist perspective, the value of social media lies mostly in the engagement it can generate, especially through advertising. The relationship between social media and capitalism describes how social media use has become the most important aspect in political campaigns.
<b>Consumerism</b>	The idea of promoting the mass consumption of goods and services to achieve happiness and fulfilment. It involves individuals and businesses using persuasive techniques, such as targeted social media campaigns, to influence consumer behaviours by channelling people's wants, needs, and desires into purchasing decisions. This socio-economic ideology shapes consumer perceptions and creates demand through strategic promotion and advertising.
<b>Democratic</b>	The idea of citizens participating not just in voting, but in public debates, discussions, and peaceful protests being important parts of society. Each of these is a form of participation that helps keep people informed when it comes time to make decisions. A democratic ideology also believes that when there is no access to places where critical discussions can be held, this directly affects the efficiency of accountability in a democracy.
<b>Populism</b>	The idea of ordinary people feeling that their concerns are disregarded by those who hold the power. Populist politicians often use strong emotional appeals, including public discontent, to stir support. Because social media algorithms are designed to promote content that gets strong reactions, emotional and controversial messages spread more quickly and widely. This helps populist ideas reach more people and grow in influence.

### Social processes

Social processes are the means by which culture and social organisation change, or are preserved. For example, social processes are evident in the following:

- legislative and political reform
- changes in cultural and behavioural norms
- shifts in business practice
- evolving community practices
- demographic change.

## HE KUPU WHAKATAKI: Ko te pāhopori me tōna pānga ki ngā tōrangapū

Mō te taha ki ngā tōrangapū, ko te whakaaro ka rere, he whakapōrearea te ipurangi me te pāhopori.

[REDACTED]

[REDACTED]

[REDACTED]

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[REDACTED]

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Waihoki, e hāngai ana ō te iwi tirohanga ki te pāhopori hei ara e horapa ai te tūohotanga, e puta ai rānei he panonitanga ki te āhua o tā rātou titiro ki te manapori. E kaha ana te rere o te whakapono i waenga i te hunga e whakapono tahi ana he wāhi tō rātou i ngā tōrangapū, e whai take ana te pāhopori hei whakaaweawe i ngā whakataunga kaupapahere, hei tō hoki i te aronga o te hunga i pōtīhia ai, o te marea rānei ki ētahi take.

**INTRODUCTION: Social media and its impact on politics**

When it comes to politics, the internet and social media are generally seen as disruptive.



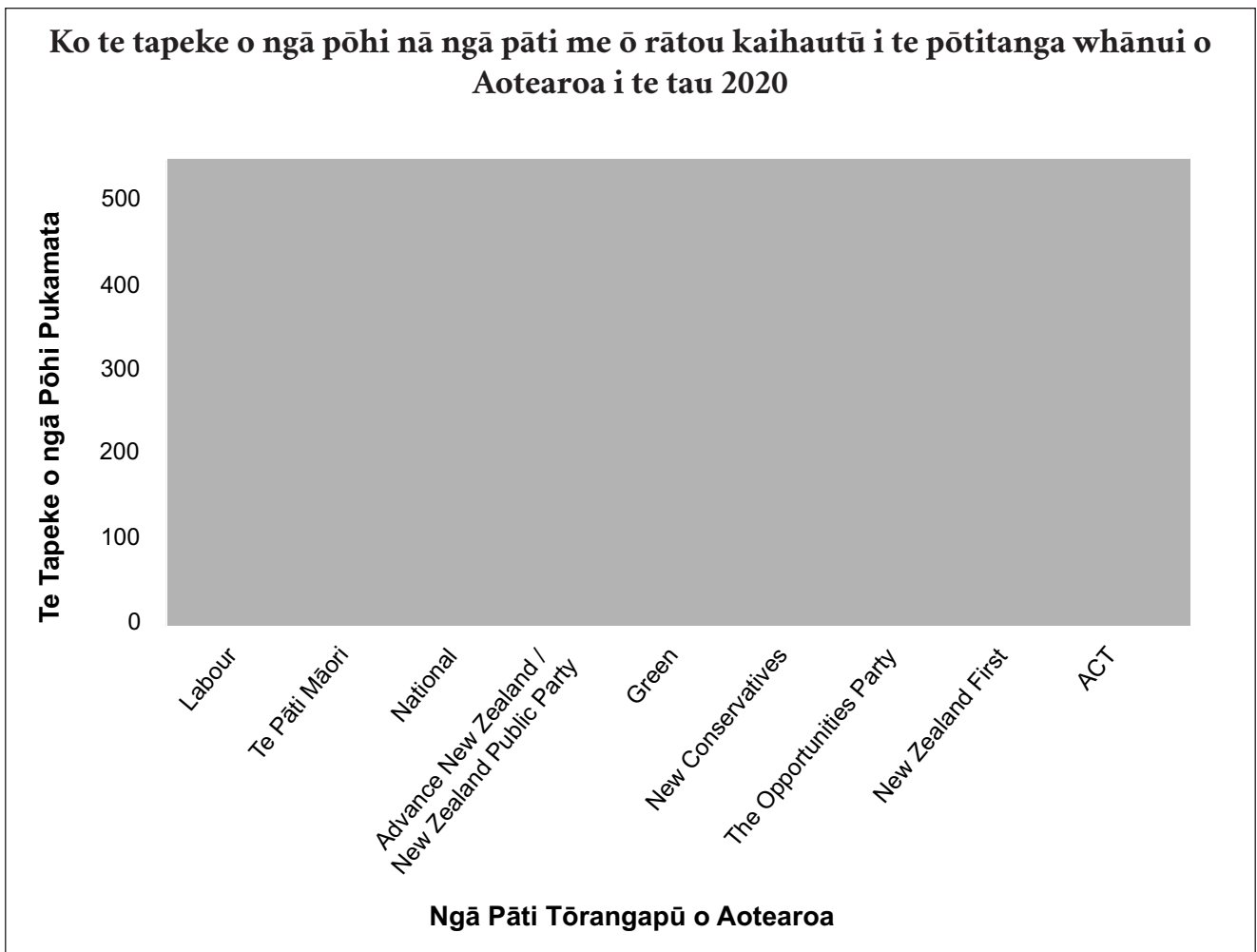
People's views of social media as a way to spread awareness or effect change are additionally related to how they see democracy. The beliefs that social media is effective for influencing policy decisions and for bringing issues to the attention of elected officials or the public are especially common among people who also believe they have a say in politics.

## TE RAUEMI A: Ngā kōkiringa Pukamata

Whakamahi ai ngā tāngata o Aotearoa i te ipurangi mō ngā momo take, pēnei i te tuku i ngā whakaaro tōrangapū me te whakawhiti kōrero ki ētahi atu i te ipurangi.



Ka whai take ngā hangarau pāhopori ā-tuihono nei hei ara e māmā ai te whakawhiti kōrero ki te hapori, i tētahi taiao e hāneanea ana te iwi, ā, kāore hoki e uaua tā te tangata kite i ngā Māngai Pāremata (MP).



Hei ngā tau e tū nei, kāore e kore, ka piki te whakawhitiwhiti ā-tuihono ki te marea, i te tokomaha ake o ngā tāngata e toro ana i ēnei pae, ka mutu, ka whakamahia noatia.



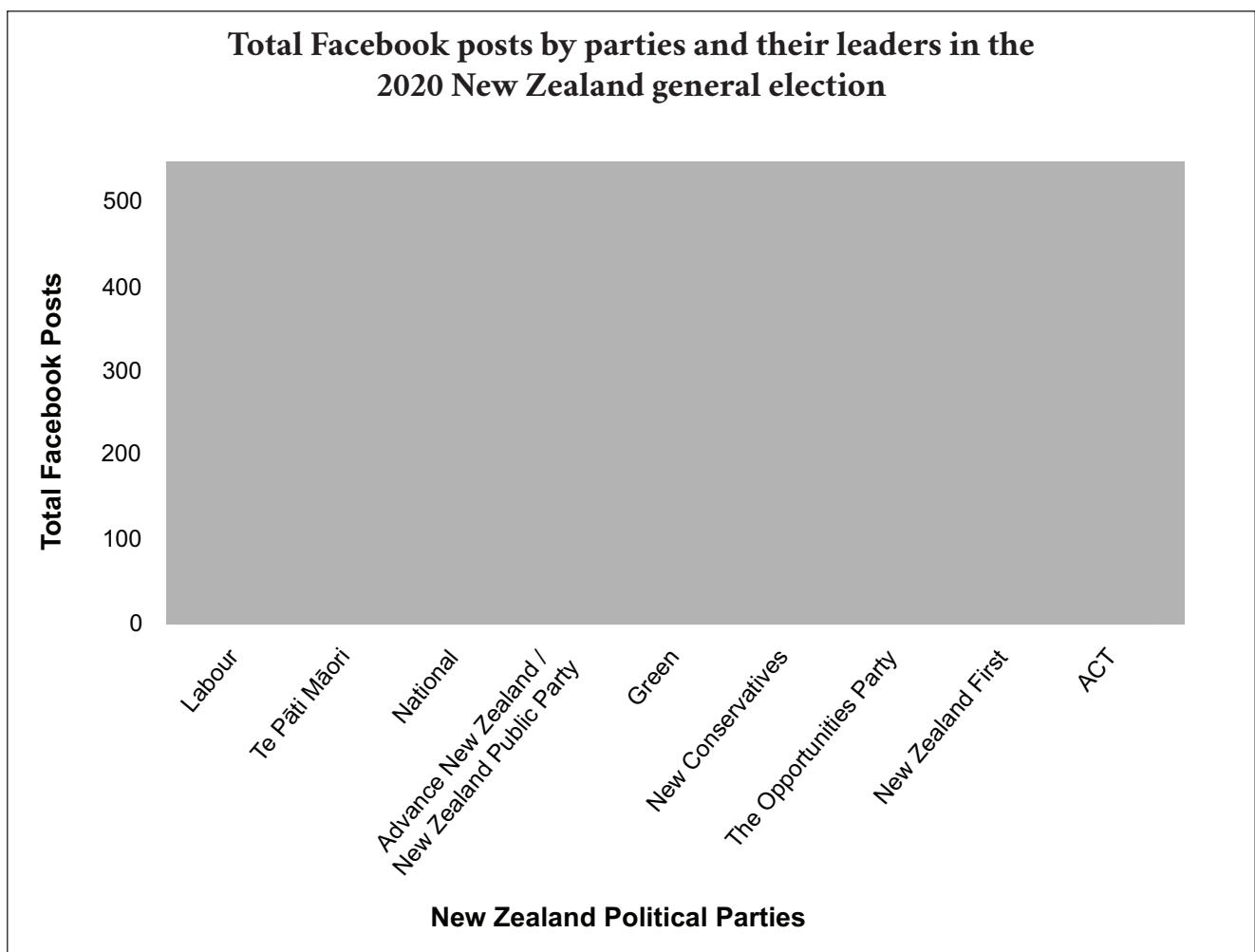
Heoi anō, me whakapau kaha e tika ai te whakamahi i te pāhopori ki te āta whakawhitiwhiti ki te hapori ā-tuihono, mā te whakawhiti kōrero ā-tuihono hei taurira; me te kimi whakahokinga kōrero, kua noa iho mā te tuku pānui, pēnei i te pānui arapāho.

## RESOURCE A: Facebook campaigns

New Zealanders use the internet for diverse activities, including sharing political opinions and engaging with others online.



Online social media tools can be an effective way to easily engage with the community in an environment where people feel comfortable, and where little effort is required to find Members of Parliament (MPs).



In the future, the level of online engagement with the public is likely to rise as more people access these sites, and their use becomes the norm.

However, effective use of online social media requires effort to actively engage with the online community, such as through online dialogue and seeking feedback, rather than simply making announcements similar to media releases.

**TE RAUEMI B: Te ‘whakakino’ haere**

E whakaatuhia ana i ngā kitenga hou o te Rangahau i te Pāhopori i Aotearoa ngā pāti nui e rua i ‘whakakino’ haere i te roanga o te pōtitanga whānui o te tau 2023.



Heoi anō, i te pāhopori, he nui tonu ake ngā kōkiringa ngākaupai i ngā kōkiringa whakakino.



**RESOURCE B: Going 'negative'**

The latest results from the New Zealand Social Media Study show which of the two big parties went 'negative' during the 2023 general election.



However, on social media, positive campaigning currently still outweighs negative campaigning.

## TE RAUEMI C: Ngā whakararutanga matihiko ki te manapori

E ai ki ngā rangahau hou, kāore i te pērā rawa te kaha o te hokirua a ngā tāngata o Aotearoa ki ngā kōrero e tukua ana e ngā tāngata e mōhio nei rātou, e whakapono nei rātou, waihoki, ka kaha ake pea te tūpono o te kore e whai wāhi ki ngā matapaki ā-tuihono mō ngā take pāpori me ngā take tōrangapū, ki te mahara rātou kāore e paingia ō rātou whakaaro.

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[REDACTED]

[REDACTED]

[REDACTED]

Hei tāna, “ehara kau i te mea ko te raru o ngā kōrero horihori, ko te whakapono pea o te iwi ki aua kōrero rā, engari kē, ka mutu pea te whakapono o te iwi ki ngā kiko kounga katoa kei te ipurangi – ka tino raru te taupori i tēnei nā.”

**RESOURCE C: Digital threats to democracy**

According to new research, New Zealanders are less sceptical of information shared by people they know and trust and may be more likely to stay silent in conversations about social and political issues online if they think their opinions are unpopular.



“The problem with misinformation and disinformation isn’t just that people might believe it, it’s that people might stop believing all of the good quality content online – that’s really damaging to the population as well,” she said.

**TE RAUEMI D: Ngā hātepe pāhopori**

I te pakanga kia riro mai he pōti, kāore i te whāia noatia i ēnei rā ngā pāhotanga me ngā papapānui korahi, engari kē, e whāia ana ngā apataki me ngā ia o te wā.

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“He pai tēnā, i te mea ka piki te tūohotanga, nē hā, ki te whakataetae e rere ana i waenga i ēnei pāti katoa.”

**RESOURCE D: Social media algorithms**

In the battle for votes, these days it's not just about airtime or hoardings. It's also about followers and what's trending.



“That’s healthy because it just means that awareness goes up – you know, that all these parties are actually competing.”

## **TE RAUEMI E: E āki ana ngā whakapaunga pūtea i ngā pōtitanga**

E whakaaturia ana i ngā koha pōti o te tau 2023, ko te tapeke tōpū i riro i a Reipa, i a Kākāriki me Te Pāti Māori, i paku neke atu i te \$2,900,000. Engari, ko Nāhinara, ko ACT me Aotearoa Tuatahi i tahuri ki te whakatū kāwanatanga i muri i te pānuitanga o te tapeke o ngā pōti, i neke atu i te \$14,450,000 te whiwhinga.

### **Kei te kaha haere ake pea te pānga o te pāhopori**

Ki ētahi, he wāhanga te whakapau pūtea i te pāhopori nō te kōkiringa, engari he hīraunga ka pā ki te kotahitanga pāpori i ngā rauhangā ā-tuihono.

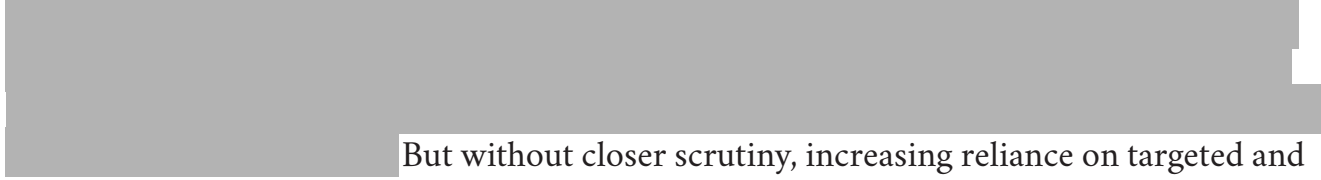


Engari ki te kore e āta tirohia, mā te whakawhirinakitanga atu ki ngā kōkiringa whai aronga, kāore nei i te whakahaerehia ā-turehia i te pāhopori i Aotearoa, ka raru tō tātou whai wāhitanga atu ki te whakatau – inamata tonu nei – i te pono o ngā take āpōpō.

**RESOURCE E: Spending driving elections**

The 2023 electoral donation figures show that Labour, the Greens, and Te Pāti Māori received a combined total just exceeding \$2,900,000. Meanwhile, the National, ACT, and New Zealand First parties, expected to form a government following the release of the final vote tally, received more than \$14,450,000.

**The impact of social media may be getting stronger**

Some may see social media spending as a reasonable extension of campaigning, but online tactics have implications for social cohesion.



But without closer scrutiny, increasing reliance on targeted and unregulated social media in New Zealand campaigning will damage the “IRL” (in real life) ability to agree on what is true tomorrow.

## TE RAUEMI F: Te whai wāhitanga o te rangatahi

E ai ki te rangahau o te tau 2025 (Meltwater/We Are Social), e 79.1 ōrau o ngā tāngata o Aotearoa e whakamahi ana i te pāhopori, ā, ko te toharite o te wā ka pau i tēnā me tēnā i ngā pae pāhopori i ia rā, e rua haora me te toru meneti, kātahi nā te hangarau whai take. Heoi, ahakoa e 5.03 miriona ngā kiritahi e whakamahi ana i te ipurangi i Aotearoa i te tīmatanga o te tau 2025, ā, e 96.2 ōrau ngā kāinga tūtahi e whai ipurangi ana, kāore te katoa e whai wāhi ana ki te ao tuihono. Ko te whanaketanga kei ngā pae, kei reira rā te rangatahi, pēnei i a TikiToke, kāore anō kia whakaekea e ngā whakawhitinga kōrero tōrangapū. He uaua tā ngā kaitōrangapū whakaputa i ngā tūmomo kōrero i ēnei pae, arā, he tere, he pūhohe, he ngahau.



Kei te hiahia te rangatahi ki te kite i te whai take o ā rātou pōti, ā, mā te pōti hoki ka puta he panonitanga tūturu e whai painga ai rātou me te haporī whānui e noho nei rātou.



**RESOURCE F: Youth engagement**

According to 2025 research (Meltwater/We Are Social), 79.1 per cent of Kiwis are active social media users and they spend an average of two hours and three minutes on social media networks each day, making it a powerful medium. But with 5.03 million individuals using the internet in New Zealand at the start of 2025, with 96.2 per cent household penetration, not everyone is engaging online. The growth has been on platforms with a younger audience, notably TikTok, which are yet to be conquered by political communications. The typically fast, satirical, and interesting information format on such platforms is hard for politicians to generate.

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[REDACTED]

[REDACTED]

Young people want to see that their vote matters and that it can lead to tangible change that benefits them and the society they live in.

**TE RAUEMI G: Kāore a Aotearoa e takatū ana mō ngā raweketanga pōtitanga**

I te tatanga atu ki te pōtitanga o te tau 2020 i Te Hononga o Amerika, ka nui ngā kōrero mō ngā whakahaerenga rāwaho e whai ana ki te whakaaweawe i ngā pōtitanga.

[REDACTED]

[REDACTED]

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[REDACTED]

Ko tāna, “Kāore e aukatihia tā rātou whakamātau; engari māu e uaua ai tā rātou aru i a koe.”

**RESOURCE G: New Zealand ‘under-prepared’ for election interference**

In the lead-up to the United States 2020 election, there was a lot of chatter about foreign operations aimed at influencing the elections.

[REDACTED]

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[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

“You can’t stop them trying; you can make yourself a hard target,” he said.

**He Mihi**

Kua whakahāngaihia ngā kōrero i ngā puna e whai nei hei whakamahinga i tēnei aromatawai (he mea tiki i te 13 o Māehe, 2025).

**Ngā Whakapono**

Te whārangi 2: <https://www.investopedia.com/terms/c/capitalism.asp>  
<https://www.teenvogue.com/story/what-capitalism-is>  
<https://journals.sagepub.com/doi/10.1177/01634437211053766>  
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<https://www.thoughtco.com/consumerism-definition-3026119>  
<https://www.liberties.eu/en/stories/principles-of-democracy/44151>  
<https://www.populismstudies.org/digital-populism-the-internet-and-the-rise-of-right-wing-populism/>

**He Kupu Whakataki**

Te whārangi 4: <https://www.pewresearch.org/global/2022/12/06/views-of-social-media-and-its-impacts-on-society-in-advanced-economies-2022/> (te tuhinga)

**Te Rauemi A**

Te whārangi 6: <https://www.wgtn.ac.nz/hppi/psir/psir-research/election/facebook-campaign-communication> (te tuhinga me te whakaahua)  
<https://www.wgtn.ac.nz/hppi/psir/psir-research/election/Are-New-Zealanders-getting-a-positive-election> (te tuhinga)  
<https://www.parliament.nz/en/pb/research-papers/document/00PLSocRP11021/new-zealand-parliamentarians-and-online-social-media> (te tuhinga)

**Te Rauemi B**

Te whārangi 8: <https://www.wgtn.ac.nz/news/2023/10/negative-campaiging-in-the-2023-new-zealand-election> (te tuhinga me te whakaahua)

**Te Rauemi C**

Te whārangi 10: <https://www.stuff.co.nz/technology/social-networking/112626064/social-media-influences-new-zealanders-opinions-on-politics-and-hurts-democracy-study-says> (te tuhinga me te whakaahua)

**Te Rauemi D**

Te whārangi 12: <https://www.nzherald.co.nz/nz/a-threat-to-democracy-concern-social-media-algorithms-could-skew-election-results/R7ZENUWHSZCYRNJFZX6DGA2Y6U/> (te tuhinga)  
<https://www.gadgets360.com/how-to/features/facebook-profile-picture-guard-add-a-design-tools-how-to-use-1715779> (te whakaahua)

**Te Rauemi E**

Te whārangi 14: <https://www.thebigq.org/2023/10/20/is-social-media-spending-driving-elections-in-new-zealand/> (te tuhinga)

**Te Rauemi F**

Te whārangi 16: <https://socialmedia.org.nz/nz-social-media-statistics-2018/> (te tuhinga)  
<https://datareportal.com/reports/digital-2025-new-zealand#> (te tuhinga)  
<https://www.stuff.co.nz/opinion/131690407/social-media-may-be-a-political-battlefield-but-does-it-change-voters-minds> (te tuhinga)  
<https://www.nzherald.co.nz/nz/politics/election-2023-how-tiktok-could-be-the-social-media-platform-to-swing-the-election/NFLEQCXHEVDENBT23LJ6FYXGWQ/> (te tuhinga)  
<https://www.billienz.com/life/annaharcourt-genzvotersguide> (te tuhinga)  
<https://www.aspistrategist.org.au/ardern-shows-the-way-in-engaging-with-young-voters/> (te tuhinga)

**Te Rauemi G**

Te whārangi 18: <https://newsroom.co.nz/2020/09/22/nz-underprepared-for-foreign-election-interference/> (te tuhinga)

## Acknowledgements

Material from the following sources has been adapted for use in this assessment (accessed 13 March 2025).

### Ideologies

Page 3: <https://www.investopedia.com/terms/c/capitalism.asp>  
<https://www.teenvogue.com/story/what-capitalism-is>  
<https://journals.sagepub.com/doi/10.1177/01634437211053766>  
<https://library.fiveable.me/key-terms/hs-ethnic-studies/advertising-and-consumerism>  
<https://www.thoughtco.com/consumerism-definition-3026119>  
<https://www.liberties.eu/en/stories/principles-of-democracy/44151>  
<https://www.populismstudies.org/digital-populism-the-internet-and-the-rise-of-right-wing-populism/>

### Introduction

Page 5: <https://www.pewresearch.org/global/2022/12/06/views-of-social-media-and-its-impacts-on-society-in-advanced-economies-2022/>(text)

### Resource A

Page 7: <https://www.wgtn.ac.nz/hppi/psir/psir-research/election/facebook-campaign-communication> (text and image)  
<https://www.wgtn.ac.nz/hppi/psir/psir-research/election/Are-New-Zealanders-getting-a-positive-election> (text)  
<https://www.parliament.nz/en/pb/research-papers/document/00PLSocRP11021/new-zealand-parliamentarians-and-online-social-media> (text)

### Resource B

Page 9: <https://www.wgtn.ac.nz/news/2023/10/negative-campaigining-in-the-2023-new-zealand-election> (text and image)

### Resource C

Page 11: <https://www.stuff.co.nz/technology/social-networking/112626064/social-media-influences-new-zealanders-opinions-on-politics-and-hurts-democracy-study-says> (text and image)

### Resource D

Page 13: <https://www.nzherald.co.nz/nz/a-threat-to-democracy-concern-social-media-algorithms-could-skew-election-results/R7ZENUWHSZCYRNJFZX6DGA2Y6U/> (text)  
<https://www.gadgets360.com/how-to/features/facebook-profile-picture-guard-add-a-design-tools-how-to-use-1715779> (image)

### Resource E

Page 15: <https://www.thebigq.org/2023/10/20/is-social-media-spending-driving-elections-in-new-zealand/> (text)

### Resource F

Page 17: <https://socialmedia.org.nz/nz-social-media-statistics-2018/> (text)  
<https://datareportal.com/reports/digital-2025-new-zealand#> (text)  
<https://www.stuff.co.nz/opinion/131690407/social-media-may-be-a-political-battlefield-but-does-it-change-voters-minds> (text)  
<https://www.nzherald.co.nz/nz/politics/election-2023-how-tiktok-could-be-the-social-media-platform-to-swing-the-election/NFLEQCXHEVDENBT23LJ6FYXGWQ/> (text)  
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<https://www.aspistrategist.org.au/ardern-shows-the-way-in-engaging-with-young-voters/> (text)

### Resource G

Page 19: <https://newsroom.co.nz/2020/09/22/nz-underprepared-for-foreign-election-interference/> (text)





*English translation of the wording on the front cover*

## **Level 3 Social Studies 2025**

**91598MR Demonstrate understanding of how ideologies  
shape society**

Credits: Four

### **RESOURCE BOOKLET**

Refer to this booklet to answer the questions for Social Studies 91598M.

Check that this booklet has pages 2–21 in the correct order and that none of these pages is blank.

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