

National Certificate of Educational Achievement

2013 Assessment Report

Home Economics Level 3

- 91470 Evaluate conflicting nutritional information relevant to well-being in New Zealand society**
- 91471 Analyse the influences of food advertising on well-being**

COMMENTARY

91470

This was the first time this standard has been assessed. In Question A many candidates focused on the impacts on wellbeing for individuals without reference to wellbeing for New Zealand society; while this did not affect the grade, candidates need to be encouraged to consider impacts on well-being for New Zealand society, as stated in the title of the standard.

91471

It was evident that candidates were familiar with the techniques listed under special note four of the standard.

Students need to be encouraged to look for the dominant technique in each advertisement and to analyse more than one technique, as this may provide them with a better opportunity to analyse comprehensively.

It was evident that candidates understood how the features in an advertisement linked to the technique(s). While candidates were able to identify techniques and describe related features; their ability to make links between the features, the techniques, and the explicit and implicit messages was not demonstrated as well. Candidates need to be encouraged to use their own words and avoid re-stating explicit messages in the advertisement without analysing them.

STANDARD REPORTS

91470 Evaluate conflicting nutritional information relevant to well-being in New Zealand society

ACHIEVEMENT

Candidates who were awarded Achievement for this standard demonstrated the required skills and knowledge. They typically:

- explained the impact of this diet on personal and societal well-being
- explained the underlying intention of the diet in the resource
- accurately questioned the credibility of some of the information being presented
- concluded using appropriate reasoning
- applied basic facts about sensible weight loss.

NOT ACHIEVED

Candidates who were awarded Not Achieved for this standard lacked some or all of the skills and knowledge required for the award of Achievement. They typically:

- agreed with the inaccurate and incredible information
- contradicted themselves and were unsure if the information was credible or not
- presented no accurate or no information demonstrating their understanding of how to lose weight in a healthy manner
- misunderstood the underlying intention of the diet under examination
- misunderstood the impact on personal and societal well-being.

ACHIEVEMENT WITH MERIT

In addition to the skills and knowledge required for the award of Achievement, candidates who were awarded Achievement with Merit typically:

- applied, using detailed personal knowledge, appropriate tools to challenge the credibility of the diet
- linked the intention clearly to the issues relating to the credibility of the diet
- explained how women are made vulnerable to the messages in this sort of diet
- showed enough credible information about sensible dieting from their own knowledge to refute the diet in the resource.

ACHIEVEMENT WITH EXCELLENCE

In addition to the skills and knowledge required for the award of Achievement with Merit, candidates who were awarded Achievement with Excellence typically:

- concluded the evaluation, by challenging the underpinning false assumptions, by using a wide range of detailed analysis tools
- integrated appropriate references into their responses
- demonstrated a wide view of well-being and in particular to how this sort of diet impacts on New Zealand society
- linked their analysis, in a logical and clear manner, to produce an evaluation.

OTHER COMMENTS

Those candidates who performed well had clear methodology in their approach to evaluating the nutritional information. They systematically evaluated each part of what was presented as 'fact' and challenged or agreed with it using detailed scientific reasoning.

91471 Analyse the influences of food advertising on well-being

ACHIEVEMENT

Candidates who were awarded Achievement for this standard demonstrated the required skills and knowledge. They typically:

- showed an understanding of the dominant technique used in the advertisements
- clearly indicated the features being analysed
- explained the intent of a feature and how that feature conveyed an explicit message
- explained how the intended audience might respond to the message as well as any beliefs attitudes, perceptions and assumptions about the product/company that could be held
- used evidence in their analysis that was relevant and credible such as their own nutritional knowledge or their own knowledge of human behaviour
- embedded wellbeing within their analysis rather than separating out the influences into the dimensions of wellbeing.

NOT ACHIEVED

Candidates who were awarded Not Achieved for this standard lacked some or all of the skills and knowledge required for the award of Achievement. They typically:

- lacked an understanding of the techniques used to influence food choice
- described rather than explained the features in the advertisement
- copied text from the advertisements without explaining its significance in influencing the intended audience
- lacked an awareness of the intended target audience and wrote from a personal perspective
- focused too much on the design of the advertisements (font style, colours and layout) and not the messages pertaining to food and well-being
- lacked an understanding of the intent of the advertisements
- used simplistic reasoning to explain the influence of the messages on the intended audience.

ACHIEVEMENT WITH MERIT

In addition to the skills and knowledge required for the award of Achievement, candidates who were awarded Achievement with Merit commonly:

- showed they understood how a feature conveys an implicit message
- showed they understood how implicit messages work to persuade or manipulate the audience to achieve the company's intended goal
- showed they understood the intent of the messages
- analysed the messages being conveyed with clarity
- analysed other techniques supporting the dominant technique.

ACHIEVEMENT WITH EXCELLENCE

In addition to the skills and knowledge required for the award of Achievement with Merit, candidates who were awarded Achievement with Excellence typically:

- used reasoned argument to challenge the messages conveyed, for example; assumptions made, stereotypes portrayed, credibility of information provided, and motivations of the companies.

OTHER COMMENTS

Candidates who performed well presented reasoned arguments that clearly established links between the techniques, the features and the explicit and implicit messages and then challenged these appropriately.