

National Certificate of Educational Achievement

2014 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

The paper worked well and candidates appeared to have a sufficient number of pages for writing their answers with very few requiring extra pages. The chart at the start of the question was a valuable scaffolding tool and most candidates used this to plan their answer before attempting the question. Its inclusion of this chart enabled candidates to consider wellbeing at a societal level. Candidate responses were encouraging and while some focussed on the impacts on wellbeing for individuals without reference to wellbeing for New Zealand society many did consider impacts on well-being for New Zealand society, which is stated in the title of the standard.

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 commonly:

- explained the impact of dietary supplements on personal and societal well-being
- explained the underlying intentions and motivations of some sources in the resource
- accurately questioned the credibility of some of the information being presented and
- concluded using appropriate reasoning
- applied basic facts about the use of vitamin supplements.

NOT ACHIEVED

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

- agreed with advice that contradicted proven and accepted Ministry of Health advice
- contradicted themselves and was unsure if the information was credible or not
- presented no accurate information of their own or no information demonstrating an understanding of how supplements should be used
- misunderstood the underlying intentions of the sources
- 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 commonly:

- applied, using detailed personal knowledge, appropriate tools to challenge the credibility of most of the sources
- linked the intentions clearly to the issues relating to the credibility of the information and the people presenting it
- explained how people are made vulnerable to the messages in some sources
- showed enough credible information about sensible use of vitamin and mineral supplements to support or refute the information 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 commonly:

- concluded the evaluation by challenging the underpinning false assumptions and by using a range of detailed analysis tools
- integrated appropriate references into their responses
- demonstrated a wide view of well-being and in particular to how this advice 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 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 commonly:

- showed an understanding of the dominant technique used in the advertisements
- clearly indicated the features being analysed and discussed these in relation to the technique
- 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 well-being
- were able to distinguish between who the product is aimed at and who the advertisement is aimed at
- identified the target audience.

NOT ACHIEVED

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

- lacked an understanding of the techniques used to influence food choice and requirements of the standard
- 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 implicit messages work to persuade or manipulate the audience to achieve the company's intended goal
- showed they understood how a feature conveys an implicit message
- showed they understood the intent of the messages
- analysed the messages being conveyed with clarity
- analysed other techniques supporting the dominant technique
- explained how advertisements address the basic needs/emotions.

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 commonly:

- used reasoned argument to challenge the messages conveyed, for example; assumptions made, stereotypes portrayed, credibility of information provided, and motivations of the companies
- showed they understood subliminal messages
- showed holistic well-being throughout the challenge.

OTHER COMMENTS

It was evident that most candidates were familiar with the techniques listed under special note four of the standard. There was a better understanding of what is required in the examination from 2013. Candidates need to be encouraged to look for the dominant technique in each advertisement and to analyse more than one technique, but no more than three as this provides 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.

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.