

Assessment Schedule – 2017

Social Studies: Demonstrate understanding of ideological responses to an issue (91596)

Assessment Criteria

Achievement	Achievement with Merit	Achievement with Excellence
<p>Candidate demonstrates understanding of ideological responses to an issue.</p> <p>Using social studies concepts and by giving specific evidence candidates may:</p> <ul style="list-style-type: none"> describe different individuals' and/or groups' ideological responses to the issue. describe the diverse points of view, values, and perspectives of different individuals and/or groups. describe the impact of those ideological responses on the issue. 	<p>Candidate demonstrates in-depth understanding of ideological responses to an issue.</p> <p>Using social studies concepts and by giving specific evidence candidates may:</p> <ul style="list-style-type: none"> describe different individuals' and/or groups' ideological responses to the issue. describe the diverse points of view, values, and perspectives of different individuals and/or groups. describe the impact of those ideological responses on the issue. explain how and/or why the ideologies influence the responses to the issue. 	<p>Candidate demonstrates comprehensive understanding, of ideological responses to an issue.</p> <p>Using social studies concepts and by giving specific evidence candidates may:</p> <ul style="list-style-type: none"> describe different individuals' and/or groups' ideological responses to the issue. describe the diverse points of view, values, and perspectives of different individuals and/or groups. describe the impact of those ideological responses on the issue. explain how and/or why the ideologies influence the responses to the issue. evaluate the extent to which ideological responses have influenced the issue.

Evidence

N1	N2	A3	A4	M5	M6	E7	E8
Candidate attempts a relevant response for an aspect(s) of the question. This may be a sentence or two.	Candidate makes an attempt to describe understanding of ideological responses to an issue.	Candidate gives limited or partial description to demonstrate understanding of ideological responses to an issue.	Candidate demonstrates understanding of ideological responses to an issue.	Candidate gives partial or limited explanation of how and / or why the ideologies influence the responses to the issue.	Candidate explains how and / or why the ideologies influence the responses to the issue.	Candidate gives partial or limited evaluation of the extent to which ideological responses have influenced the issue.	Candidate evaluates the extent to which ideological responses have influenced the issue.

N0 = No response; no relevant evidence.

Achievement	Achievement with Merit	Achievement with Excellence
<p>Describing different individuals / groups responses to the influence of social media could include:</p> <p>Advertisers are now using social platforms as a way to reach a new, wider, and targeted audience for their products and services. An example of this is sponsored geofilters on Snapchat where images related to McDonalds and other brands become available to users when they are in physical proximity to these businesses.</p> <p>Describing the diverse points of views, values and perspectives of different individuals / groups could include:</p> <p>A viewpoint on advertising through social media is that of Mark Schaefer, who believes that content and constant bombardment of messages on social media present a big problem for marketers who need to get their message heard: "This upward trend of content consumption is not sustainable." He has this viewpoint because he values successful marketing of products and services, and feels the use of online platforms for advertising cannot continue at the same rate it has to date. His viewpoint and values are shaped by his consumerism ideology, which is focused on increasing the consumption of goods and services globally.</p> <p>Describing the impact of those ideological responses on the issue could include:</p> <p>The impact of increasing usage of online platforms by consumers is that social media advertising budgets have doubled worldwide over the past years, going from 16 billion USD in 2014 to 31 billion USD in 2016. Social media spending in the US alone is expected to further increase to \$17.34 billion by 2019. Despite this growing investment in social advertising, 46 per cent of B2B marketers say they are unsure whether their channels have generated any revenue for their business.</p>	<p>Explaining how and / or why the responses have been influenced by ideological beliefs and values could include:</p> <p>The consumerism ideology has influenced increasing numbers of companies such as McDonalds to commit millions of dollars of their advertising campaigns to promote their products through social media. An example of this is the Snapchat geofilter, which allows users close to McDonald's branches (for example) to access customised filters with illustrations of McDonald's cheeseburgers and fries. Companies pay up to \$750 000 per day for these filters. They spend this money because the audience for their product through social media is targeted and enormous – up to 166 million users who access the app on average 18 times every day. Consumerism ideology is focused around opportunities to encourage the acquisition of goods and services in ever-increasing amounts. As social media users continue to spend more and more time online every year, this is a ready market that advertisers can access to sell their products. Not only is it widening the market audience for businesses, but it is also bringing in significant revenue for social media businesses themselves, with over \$35 billion revenue made so far in 2017.</p>	<p>Comparing two or more ideological responses to evaluate the extent to which they have influenced the issue could include:</p> <p>The number of businesses taking the opportunity to advertise through social media has increased rapidly over the last few years. Prior to this, social media was mainly used for keeping in touch, sharing photos and telling jokes. As businesses with a consumerism ideology, have realised the enormous market available to them through social media, they have developed a variety of ways to advertise and reach the social media audience. Consumerism has become a part of our culture and we are constantly being exposed to product placement in our daily lives – an increasing amount of which is being spent on social media. The line between information, entertainment, and promotion of products has been blurred so that people are reformulated into consumerist behaviour. This is our new 'normal', and as a result, marketers will continue to access the social media market and exploit it in new ways.</p> <p>Adherents to the social justice ideology have successfully developed their range of activism to make the most of increasing global usage of social media such as Twitter, YouTube, and Facebook. An example of using social media to promote and raise awareness about social issues is the icebucket challenge for ALS and #Blacklivesmatter. Social media outlets have been beneficial in creating platforms for marginalised groups to communicate and share experiences. As activists have realised the potential of social media, platforms such as Facebook and Twitter have become so much more than just a way of keeping in touch with friends, and sharing photos and jokes – social media has become a force for societal change.</p> <p>The ideological responses of both businesses and activists have further influenced the issue to an extent. What began as a simple form of online communication, has developed into a place where we get our news, purchase goods and services, and even protest to influence social change. Social media has changed so much in the last decade, and it is hard to know what has driven this change. But we do know this – social media is not static – the way social media is used and by whom, is changing constantly and exponentially. Of the two responses it is difficult to make a judgement on which has influenced the changing nature of social media the most. While they both use social media as a tool for their purposes, they use it in completely different ways which are hard to measure against each other. Businesses use it for profit and activists use social media to raise awareness, fundraise for social issues and to promote change. Overall, it would be fair to say that both have contributed equally to the influence of social media as neither uses are what it was originally intended for.</p>

Cut Scores

Not Achieved	Achievement	Achievement with Merit	Achievement with Excellence
0 – 2	3 – 4	5 – 6	7 – 8