

Assessment Schedule – 2023

Social Studies: Demonstrate understanding of conflict(s) arising from different cultural beliefs and ideas (91279)

Assessment Criteria

Achievement	Achievement with Merit	Achievement with Excellence
<p><i>Demonstrate understanding</i> involves using social studies concepts and giving specific evidence to describe:</p> <ul style="list-style-type: none"> the nature and cause(s) of the conflict(s) the points of view, values, and perspectives of the individuals / groups involved in the conflict. 	<p><i>Demonstrate in-depth understanding</i> involves:</p> <ul style="list-style-type: none"> explaining how social forces contribute to the conflict(s). 	<p><i>Demonstrate comprehensive understanding</i> involves:</p> <ul style="list-style-type: none"> evaluating the relative effect(s) of social forces on the conflict(s).

Evidence

A3	A4	M5	M6	E7	E8
<p>Gives a limited or partial description of the nature and causes of the conflict using the points of view, values, and perspectives of the individuals / groups involved.</p> <p>Uses specific evidence / examples.</p>	<p>Describes, in detail, the nature and causes of the conflict using the points of view, values, and perspectives of the individuals / groups involved.</p> <p>Uses specific evidence / examples.</p>	<p>Gives a limited or partial explanation of how BOTH of the social forces in Resources C and D have contributed to the conflict.</p> <p>Uses specific evidence / examples.</p>	<p>Explains, in detail, how BOTH of the social forces in Resources C and D have contributed to the conflict.</p> <p>Uses specific evidence / examples.</p>	<p>Gives a limited or partial evaluation of the relative effect(s) of EACH of these social forces on the conflict, and the social force <i>most</i> likely to resolve it.</p> <p>Uses specific evidence / examples.</p>	<p>Evaluates comprehensively the relative effect(s) of EACH of these social forces on the conflict, and the social force <i>most</i> likely to resolve it.</p> <p>Uses specific evidence / examples.</p>
<p>See Appendix for sample evidence.</p> <p>N2 = Attempts to describe cultural conflict(s). N1 = Attempts a relevant response for an aspect(s) of the task (may be a sentence or two). N0 = No response; no relevant evidence.</p>					

Cut Scores

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

Appendix – Sample Evidence

Task	Expected Coverage (not limited to these examples)
(a)	<p>Describes the nature and cause of the conflict surrounding the Sale and Supply of Alcohol (Harm Minimisation) Amendment Bill, e.g.:</p> <p>The cause of this conflict is Chlöe Swarbrick’s Sale and Supply of Alcohol (Harm Minimisation) Amendment Bill being introduced into parliament. A key part of this bill is to ban alcohol sponsorship in broadcast sport. The idea behind it is to restrict the ‘glamorisation’ of alcohol use, particularly to younger audiences. However, some people do not believe banning advertising in sport will have the desired outcome for society and that it will have a negative effect on people, as sports organisations may struggle if they do not have funds from the alcohol industry.</p>
(b)	<p>Describes the individuals / groups involved and their points of view, values, and perspectives, e.g.:</p> <ul style="list-style-type: none"> • From a public health perspective, Dr Nicki Jackson, the Executive Director of Alcohol Healthwatch, supported the proposed bill and believes banning alcohol advertising in sport would have a positive impact on our society. She says, “I urge every MP to support this bill. Reducing alcohol harm means fewer cancers, better mental health, reduced family harm, improved child well-being, cost savings for our strained health and police services, less unemployment, improved productivity, and economic growth. The harm from alcohol cuts across everything we care about as a nation.” Dr Nicki Jackson values government intervention to curb the damages of alcohol in our society to protect people’s health. She wants to see measures taken that will benefit the health of society due to the overall cost of alcohol harm to our health system. • Bridget MacDonald, Executive Director of the New Zealand Alcohol Beverages Council, holds a pragmatic perspective on the Sale and Supply of Alcohol (Harm Minimisation) Amendment Bill, as she supports measures to curb alcohol harm in society. However, she does not believe banning advertising in sport will achieve this. She is a lobbyist for the alcohol industry and says that while alcohol advertising has increased in recent times, fewer people are drinking overall, so there is no correlation between alcohol advertising and an increase in alcohol use. She values making decisions and encouraging people to drink responsibly, as she thinks this is more effective and will have better outcomes for society. She also thinks the current system providing guidelines for alcohol advertising in sport are adequate. She says, “The pathway to reducing alcohol-related harm isn’t achieved by banning advertising or sponsorship; it’s by taking a pragmatic approach through targeted education and support”.

<p>(c)</p>	<p>Explains how BOTH of the social forces in Resources C and D have contributed to the conflict, using specific evidence / examples, e.g.:</p> <p>(1) Traditional links between alcohol and sport</p> <p>There is a long history of alcohol being part of sports culture – socially and financially. People celebrate sporting success with alcohol, drink when watching events, and some alcohol brands have been associated with sporting teams and events for a long time. For example, Speight’s has been linked with the Highlanders Super Rugby team for 25 years and the associated region for over 40 years. The Highlanders boss said, “The Speight’s name has a long and proud association with the Highlanders region ...” These historic partnerships would no longer be able to continue if the Sale and Supply of Alcohol (Harm Minimisation) Amendment Bill was passed into law. Some sports supporters may think it is unfair for teams to lose out on the financial benefits of continuing alcohol advertising. They might also feel loyal to a brand that has supported “their team” for a long time. This contributes to the conflict, as valuing the tradition of alcohol in sport will make some people reluctant to change and accept that alcohol companies will no longer be able to advertise on their team’s uniform, or sponsor teams or sporting events. Enough people were against the bill being passed into law and so it did not gain the support of MPs across the house.</p> <p>(2) Expert research opinions and findings</p> <p>Many university academics and public health experts have researched the effects and impacts of alcohol advertising in sport. These findings are conclusive that increased exposure to alcohol products (i.e. through advertising) directly leads to an increase in alcohol consumption. Studies have also proven the extent of the exposure to alcohol advertisements in sports, stating, “audiences were exposed to between 1.6 and 3.8 alcohol brand exposures per minute”. Therefore, these experts strongly support the proposed ban on alcohol advertising in broadcast sports. This research has contributed to the conflict, as it provides a convincing argument to support the ban. There was also some public support for Chlöe Swarbrick’s bill, as more is learned from experts who have studied the situation. However, the expert opinion of public health professionals could not persuade the public to support Chlöe Swarbrick’s bill.</p>
<p>(d)</p>	<p>Evaluates the relative effect(s) of EACH of these social forces on the conflict, and the social force <i>most likely to resolve it</i>, using specific evidence, e.g.:</p> <p>Traditional links with alcohol and sport have a significant impact on the conflict because without the traditions and connections with alcohol brands, people may not be as concerned with the change in law. Sports fans may feel threatened that their sports teams won’t be supported the same financially and that their behaviour with alcohol may have to change. As brand loyalty and fandom are linked, it could be difficult to get supporters to embrace the idea of new sponsors.</p> <p>Expert opinions and research findings have had a significant effect on the conflict because politicians who vote against the proposed bill could come across as uncaring about the harms created by the alcohol industry when the ban could lead to positive outcomes in society. The fact that there are many experts, over a long period of time, and many different studies, also adds significant weight to the idea that alcohol advertising in sport should be banned and is hard for politicians to ignore. It could also lead to more people being educated about why this bill should be passed into law, as a lot of people value making decisions based on research and facts.</p> <p>There is a conflict of ideas about Chlöe Swarbrick’s Sale and Supply of Alcohol (Harm Minimisation) Amendment Bill that was introduced into parliament, but the social force most likely to resolve this conflict is expert research opinions and findings. This is because if traditional links between alcohol and sport mean that MPs do not pass the bill into law, researchers and public health experts will continue to lobby future governments to ban advertising in sport eventually. If the bill had been passed into law, and alcohol advertising is banned, sports fans would have most likely been unhappy with the decision. However, providing alternative sponsors were found, they would likely still enjoy sporting events and would eventually forget about their loyalty to alcohol brands (in relation to the sports they follow) and the conflict could be resolved.</p>