

**Assessment Schedule – 2016****Social Studies: Describe consequences of cultural change(s) (91041)****Assessment Criteria**

<b>Achievement</b>	<b>Achievement with Merit</b>	<b>Achievement with Excellence</b>
<p>“Describe” typically involves giving an account of:</p> <ul style="list-style-type: none"> <li>• the cultural change involved</li> <li>• consequences of the cultural change</li> <li>• points of view about the consequences</li> <li>• the use of relevant social studies concepts.</li> </ul>	<p>“Describe in depth” typically involves giving an account of:</p> <ul style="list-style-type: none"> <li>• consequences of the cultural change for specific communities</li> <li>• contrasting points of view about those consequences.</li> </ul>	<p>“Comprehensively describe” typically involves giving an account of:</p> <ul style="list-style-type: none"> <li>• shifts in either attitudes or practices that have occurred because of the consequences of the cultural change</li> <li>• why those shifts in attitudes or practices are important for the society involved.</li> </ul>

**Evidence example** (Note: possible social studies concepts are shown in bold within body of text)**The cultural change**

In the 1950s, food was home-cooked and grown in gardens. Food was also preserved in jars for a later date. All the cooking was done at home, by women, and fruit and vegetables were grown in gardens and in home orchards. Today, people rarely have home-cooked meals, as healthy food is too expensive. Instead, they eat out or get takeaways, because it is cheaper.

**Consequences of the cultural change could include:**

In today's **society**, **governments** are generally doing nothing to make healthier options cheaper, and/or unhealthy options more expensive. It is easier for a low-income family to eat takeaways and other unhealthy food, as it is cheaper. Annual global spending on takeaways has reached US\$1.5 billion – an increase of 25% in just 4 years. The first KFC outlet opened in 1971, with Pizza Hut following in 1974, and McDonald's in 1976.

**Consequences of the cultural change for specific communities:**Consequence 1

In the 1950s, women were the ones who did the housework and cooked, while men brought home the income. The woman's place was in the kitchen. Now, however, many more women are in the workforce, meaning they are less tied to the kitchen. This gives them less time to cook and more time to earn an income. During the Women's Liberation movement of the 1960s and 1970s, **women's rights activists** helped to empower women to be more than just housewives. In the 1950s, 90% of men were in paid employment, while only 20% of women were doing paid work. Today, the proportions are 73% for men and 50% for women.

**Contrasting viewpoints on the consequences of the cultural change:**

Some people believe that it is a good thing for women to be working, and not tied to the kitchen and

**Shifts in society's attitudes and practices AND the reasons why these are important for the society:**

One shift in practice is the spread of facilities designed specifically for female use, e.g. women-only gyms. Their aim is to make women feel comfortable about exercising. Contours and Configure Express are two gyms in New Zealand that cater to women only. This is important for New Zealand **society** because it makes women feel like they are exercising in a safe environment, without intimidation or possible discrimination from men.

Obesity for adults has caused a number of shifts in practice and attitude. One shift in practice is “quick fix” weight loss surgery. Some people do not exercise or diet, so they turn to something that is quick and easy to get rid of their excess weight. On the National Health Service in England, more than 8,000 gastric band and gastric bypass operations are performed every year. A study published by the American Journal of Managed Care (AJMC) found

**Points of view about those consequences could include:**

Michael Van de Elzen is a TV chef with a point of view on the cultural change of eating habits in today's society. He believes that the low cost of unhealthy food should make people realise that something is wrong. He said: "Spending \$20 on a takeaway meal for four should raise alarm bells. You've got to worry about what's going into that."

Tony Simpson, the Principal at Phillipstown School, has a viewpoint on children lacking in energy, resulting in schools having to provide food. He believes the grim reality is that children are not getting the energy they need for a full day's learning at school, so schools have to provide food to stop them getting hungry during the school day. He said: "It is a sad reality of our times that some children did not have breakfast or lunch. Now, with breakfast and lunch being provided in schools, children are more settled, able to learn, and more able to get through the day."

household duties. Mirgam Hauser, author of the 2012 report *Consumers and Food*, has a viewpoint on women in the kitchen. She believes that the role should be shared between the two genders, as women are becoming busier with work outside the home. She said: "Women now have less time, and don't prepare home-cooked meals as often as they used to." A contrasting viewpoint is that women should be tied to the kitchen. Ben Bishop, a father of three who attends church, believes that if women do not work in the kitchen and assume responsibility for all household duties, they are disobeying God. He said: "Women were created solely to take care of the house and children, and if they started working outside the home, they would be doing something wrong."

**Consequences of the cultural change for specific communities:**Consequence 2

One consequence of these food changes for New Zealand society is the rising rates of obesity, particularly among the Māori and Pacific Island ethnic groups. For example, the 2012/13 New Zealand health survey found that 19% of Māori children were obese.

**Contrasting viewpoints on the consequences of the cultural change:**

Some people believe that the increase in obesity among Māori children is atrocious. Donna, a paediatrician, has a point of view on childhood obesity. She believes obesity rates are far too high. She said: "11% of all children are obese. That is ridiculously high." A contrasting viewpoint on obesity is that we shouldn't be judging people on their physical appearance. Traci Baker, a blogger on "Obesity Action", has a point of view on obesity. She believes that society should not criticise people on the basis of their weight. She said: "Everyone deserves to live a life without weight bias."

that the average cost of gastric bypass surgery is around US\$21,000 but that it can range from \$15,000 to over \$35,000. However, most doctors do advise that weight-loss surgery should be used in extreme cases of obesity. This "quick-fix" approach is important for US society because the health and personal confidence benefits of weight loss can be obtained more quickly and easily. These people have less need to constantly watch their weight, as their excess weight has been removed "all at once". They are less likely to be victims of "fat bashing", and so will have greater self-esteem.

<b>N1</b>	<b>N2</b>	<b>A3</b>	<b>A4</b>	<b>M5</b>	<b>M6</b>	<b>E7</b>	<b>E8</b>
Attempts a relevant response for an aspect(s) of the task. This may be a sentence or two.	Makes an attempt to describe several aspects of the consequences of the cultural change.	Gives limited or partial description of the consequences of the cultural change.	Fully describes the consequences of the cultural change.	Gives a limited or partial description of the consequences of the cultural change for specific communities, <b>and/ or</b> contrasting points of view about those consequences.	Describes in detail the consequences of the cultural change for specific communities, <b>and</b> contrasting points of view about those consequences.	Gives a partial or limited description of shifts in either attitudes or practices that have occurred because of the consequences of the cultural change, <b>and/ or</b> why those shifts in attitudes or practices are important for the society involved.	Describes comprehensively the shifts in either attitudes or practices that have occurred because of the consequences of the cultural change, <b>and</b> why those shifts in attitudes or practices are important for the society involved.

**N0** = No response; no relevant evidence.

### Cut Scores

<b>Not Achieved</b>	<b>Achievement</b>	<b>Achievement with Merit</b>	<b>Achievement with Excellence</b>
0 – 2	3 – 4	5 – 6	7 – 8