

Assessment Schedule – 2013**Social Studies: Describe consequences of cultural change(s) (91041)****Evidence Statement**

Example – Social networking (Note: Possible Social Studies concepts are bold and <i>italicised</i>).		
Achievement	Merit	Excellence
<p>The cultural change:</p> <p>Social networking via the Internet is a way of communicating that has grown hugely in popularity. The Internet is a global connection of computer networks that came into popular use in the 1990s. It allows people to create and view sites containing various types of information, from almost anywhere in the world. One common use of the Internet is for social networking. Social networking sites like <i>Facebook</i> and <i>Twitter</i> allow users to create their own web pages with a variety of information, share that information with others, and make connections with others through their own pages.</p> <p>Today, social networking sites are an important form of communication and social connection, especially for young people. As well as personal information, social networks can also be used to share music, videos, and commercial messages. Social networking sites allow users to share ideas, values, activities, events, and interests within their individual networks.</p> <p>Most young people in New Zealand have their own profile page on the social networking website <i>Facebook</i>. These pages contain personal details such as age, school, relationship status, and who the user's friends are. The pages are used to communicate with the user's friends and to reconnect with people they had lost touch with. Profile pages can also contain photos and movies posted by the user, and recent communications they have had on their page.</p>	<p>Consequences of the cultural change for specific communities:</p> <p>A specific community that has been involved in the cultural change of social networking is New Zealand school students. As social networking has increased in popularity, so too has the use of social networks by school students to bully others.</p> <p>Social networking and mobile communications technology like mobile phones mean that bullying can now happen in more places (even when the victim is in their own home). Cyber-bullying is visible to more people, and can stay around for a long time (such as a hurtful photo posted on someone's profile page).</p> <p>Speaking to teachers at a seminar at Auckland University, Dutch academic Simone van der Hof said that young females are increasingly likely to be the victim of cyber-bullying. According to a <i>Netsafe</i> survey, 58% of cyber-bullying victims are girls, and they are more likely than boys to be upset by it.</p> <p>The New Zealand Government has indicated that it will create new laws to prevent the harm done by cyber-bullying. The Law Commission is currently preparing recommendations on how the law could be changed to achieve this goal. Their recommendations will be included in the Communications (New Media) Bill. Justice Minister Judith Collins says that the Government will take a hard line in dealing with cyber-bullies.</p>	<p>Shifts in society's attitudes and practices AND the reasons why these are important for society:</p> <p>One shift in society's attitudes and practices is the establishment of a taskforce, the <i>NetSafe</i> Cyber Bullying Taskforce. The taskforce has been set up so that community groups, Government agencies, ICT service providers, and education sector representatives can come together and discuss solutions to cyber-bullying. The taskforce's main aims are to co-ordinate the response to cyber-bullying, to support the whole community in reducing cyber-bullying and to give young people and their families the confidence to use social networks and other technologies without the threat of bullying.</p> <p>This shift in attitudes and practices is important for society because, according to <i>Netsafe</i>, social networking is a very common way for young people to communicate, "Nearly 99% of all the students reported using the Internet and/or mobile phones at least three or more times a week". In addition, many school students (and over half of female school students) currently encounter distressing information about themselves on social networking websites. "Around a third of students experienced a distressing challenge online or on mobile phones in the past year."</p> <p>Looking at the growth of <i>Facebook</i> – which had just under 500 million users globally in December 2009 – it seems likely that social networking is here to stay. This means it is important that our society makes</p>

The popularity of individual social networking sites has risen and fallen according to how well they meet the needs of users. An initially popular social networking website, *MySpace*, began to decline in popularity in 2008. Conversely, since about the same time, the popularity of another social network, *Facebook*, has increased hugely. It is now the most visited social network and a major shaper of how people **communicate**.

Consequences of the cultural change could include:

One consequence of the rise of social networking websites is that more and more young people are using these sites to bully others. This is known as cyber-bullying. Bullying that previously only happened in the school yard can now enter the victims' homes, and has a much bigger potential audience. The Law Commission is currently designing recommendations for how **laws** could be changed to reduce the harm done by cyber-bullying.

Viewpoints on the consequences of the cultural change could include:

The editor of the *Dominion Post* newspaper thinks that there should be restrictions on the use of social networks in order to prevent cyber-bullying. According to the editor, cyber-bullies are the most destructive and cowardly of all bullies, because they can keep their identities secret. The editor believes that many of the suggestions the Law Commission is considering would be positive steps to stopping cyber-bullying.

Contrasting viewpoints on the consequences of the cultural change:

Dutch academic Simone van der Hof believes that the nature of bullying has changed. In the past, children experienced bullying in the playground. With most homes having Internet access now, this means children are no longer safe from bullying at home.

"It enters our house, our living room and it stays with us unless you switch off your devices," Ms van der Hof said. She believes that the impact of cyber bullying is longer lasting: "The Internet doesn't forget". Research like Ms van der Hof's work is used to support the Communications (New Media) Bill, which aims to introduce serious consequences for the misuse of the Internet, particularly in relation to cyber bullying.

However, New Zealand technical policy advisor Andy Linton has a contrasting viewpoint. He says that care must be taken when designing laws that restrict what people say on the Internet, and on social networking sites specifically. He agrees that cyber-bullying is very harmful but laws to prevent it should not infringe on the **rights** to free speech that people should have when using the Internet for honest purposes. "Do I think cyber-bullying is a terrible thing? Of course," he says, "But do I want to give up my civil liberties because someone else is doing something wrong? No, I don't."

sure that young people's experiences when social networking are as positive as possible.

The *NetSafe* Cyber Bullying Taskforce has the potential to help **communities** and **families** make social networking experiences positive, by making sure students are confident in asking for help, and by supporting parents and teachers to respond appropriately when students do report cyber-bullying.

N1	N2	A3	A4	M5	M6	E7	E8
<p>ONE of:</p> <ul style="list-style-type: none"> describes the cultural change(s) describes the consequences of the cultural change(s) describes points of view about the consequences uses relevant Social Studies concepts. 	<p>TWO of:</p> <ul style="list-style-type: none"> describes the cultural change(s) describes the consequences of the cultural change(s) describes points of view about the consequences uses relevant Social Studies concepts. 	<p>THREE of:</p> <ul style="list-style-type: none"> describes the cultural change(s) describes the consequences of the cultural change(s) describes points of view about the consequences uses relevant Social Studies concepts. 	<p>ALL of:</p> <ul style="list-style-type: none"> describes the cultural change(s) describes the consequences of the cultural change(s) describes points of view about the consequences uses relevant Social Studies concepts. 	<p>In depth:</p> <ul style="list-style-type: none"> describes a consequence of cultural change(s) for specific communities describes contrasting points of view about the consequence. 	<p>In depth:</p> <ul style="list-style-type: none"> describes consequences of cultural change(s) for specific communities describes contrasting points of view about the consequences. 	<p>Comprehensively:</p> <ul style="list-style-type: none"> describes a shift in either society's attitudes, or practices that have resulted because of the consequences explains why the shift in society's attitudes or practices is important for the society involved. 	<p>Comprehensively:</p> <ul style="list-style-type: none"> describes shifts in either society's attitudes, or practices that have resulted because of the consequences explains why the shifts in society's attitudes or practices are important for the society involved.

N0 = No response; no relevant evidence.