

Assessment Schedule – 2022**Social Studies: Describe consequences of cultural change(s) (91041)****Assessment Criteria**

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

Evidence

A3	A4	M5	M6	E7	E8
<p>Gives a limited or partial description of the consequence of an identified cultural change (may include one or more relevant points of view about the consequence).</p> <p>Includes some specific evidence / examples and uses relevant social studies concepts.</p>	<p>Describes, in detail, the consequence of an identified cultural change, and relevant points of view about the consequence.</p> <p>Includes specific evidence / examples and uses relevant social studies concepts.</p>	<p>Gives a limited or partial description of the consequence of the cultural change for specific communities, AND contrasting points of view about the consequence.</p> <p>Includes some specific and relevant evidence / examples and uses relevant social studies concepts.</p>	<p>Describes, in detail, the consequence of the cultural change for specific communities, AND contrasting points of view about the consequence.</p> <p>Includes specific and relevant evidence / examples and uses relevant social studies concepts.</p>	<p>Gives a limited or partial description of shifts in either attitudes or practices that have occurred because of the consequence of the cultural change, AND why those shifts in attitudes or practices are important for the society involved.</p> <p>Includes some specific and relevant evidence / examples consistently and uses relevant social studies concepts.</p>	<p>Describes comprehensively the shifts in either attitudes or practices that have occurred because of the consequence of the cultural change, AND why those shifts in attitudes or practices are important for the society involved.</p> <p>Includes specific and relevant evidence / examples consistently and uses relevant social studies concepts.</p>
<p>See Appendix for sample evidence.</p> <p>N2 = Attempts to describe several aspects of the consequences of the cultural change.</p> <p>N1 = Attempts a relevant response for an aspect(s) of the task (may be a sentence or two).</p> <p>N0 = No response; no relevant evidence.</p>					

Appendix – Sample Evidence

(Possible social studies concepts are shown in **bold** within body of text.)

Task	Expected Coverage (not limited to these examples)
(a)	<p>Describes changes to the way society shops, e.g.:</p> <p>How we shop has changed drastically in the past 50 years. Whether in single business stores, malls, or discount chain stores, the brick-and-mortar retailer has held sway. However, in recent years, there has been an increasing cultural change towards shopping online rather than consumers visiting in store.</p>
(b)	<p>Describes a consequence of these changes for individuals / groups / society, e.g.:</p> <p>A consequence of the cultural change in how society shops has been that physical businesses have seen an increase in costs and a reduction in revenue. Many independent or smaller businesses can no longer afford to pay the high rents in main city centres, especially when there is less foot traffic. As a result of this, businesses have seen a need to re-evaluate how they operate.</p> <p>In 2020, 55% of online retailers stated that their revenue was higher than in 2019, and nearly one-third of retailers saw their growth come from new overseas customers, suggesting that there is a growing international market for Kiwi products. This again is an example of what businesses are missing out on if they focus on physical stores alone. This is supported by most shoppers in 2020, who felt that they were spending more online than ever before because of convenience and the choices available.</p>
(c)	<p>Describes at least TWO contrasting points of view about this, and how or why they differ, e.g.:</p> <p>Richard Bush and Simon Furness are co-owners of Hyper Drive, which sells car accessories, and Hyper Ride, which sells equipment for surfing or snow sports. Bush says: "The consumer expectation in New Zealand is way ahead of what the retailers actually offer", which causes issues. "The consumer expects to be able to go on their website, see every single item they've got in stock, photographed professionally, with a description, then hop in their car and drive down to that store, pick it up off the shelf, and take it to the counter and fork out. Or order online and get it delivered." It also means that as a physical store, they have "people who will come in and try on six pairs of snowboard boots for about an hour and then say 'okay, I'll go away and think about it'". This does not always result in a sale for their business.</p> <p>By contrast, web design consultant Dave Smyth believes that many physical retailers are at fault for their lack of revenue because they have been too slow to adapt to changes in the way in which society shops. In a blog, Smyth said that he had been trying to warn local retailers of "the approaching online shopping tsunami" for the past 14 years but very few were prepared to bring their business online. He knew of two stores that had closed and an importer-wholesaler who had started selling direct to the public online because local shops didn't move his stock fast enough. Smyth says small retailers must start selling online and be more realistic about their prices.</p> <p>These points of view are contrasting because Bush and Furness are looking at the changes to the way society shops from a business perspective: their revenue has been impacted and they are facing challenges because people buying more items online. Smyth's point of view differs because he comes from an online background as a web design consultant and has believed for some time that businesses have not reacted fast enough and changed their operations to meet online demand.</p>

(d)	<p>Describes at least TWO shifts in either attitudes or practices as a result of this consequence, and why those shifts are important for the individuals / groups / society involved, e.g.:</p> <p>One shift in attitude or practice as a result of physical businesses seeing an increase in costs and a reduction in revenue has been businesses taking part in the MBIE Digital Boost programme. The programme has now attracted more than 40,000 New Zealand businesses. The programme, designed in partnership with The Mind Lab, is a free training programme designed for small businesses to improve their digital skills in areas such as e-commerce, digital marketing, business analytics, and cloud-based accounting.</p> <p>This shift is important for businesses because the programme has also helped the majority (70%) of users to feel more confident about going digital, which will assist them in their transition to catering for an online shopping audience. The Mind Lab's CEO Frances Valentine notes, "More than ever, small businesses need to adapt to digital demands and our research confirms they know this too, with 83% of businesses surveyed indicating the importance of becoming more digital in order for their business to survive".</p>
-----	--

Cut Scores

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