Assessment Schedule – 2020

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

Assessment Criteria

Achievement	Achievement with Merit	Achievement with Excellence
Demonstrate understanding involves using **social studies concepts** and giving **specific evidence** to describe: • the nature and cause(s) of the conflict(s) • the points of view, values and perspectives of the individuals / groups involved in the conflict.	*Demonstrate in-depth understanding* involves: • explaining how social forces contribute to the conflict(s).	*Demonstrate comprehensive understanding* involves: • evaluating the relative effect(s) of social forces on the conflict(s).

Evidence

A3	A4	M5	M6	E7	E8
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.	Describes, in detail, the nature and causes of the conflict using the points of view, values, and perspectives of the individuals / groups involved.	Gives a limited or partial explanation of how BOTH of the social forces in Resources E and F have contributed to the conflict.	Explains, in detail, how BOTH of the social forces in Resources E and F have contributed to the conflict.	Gives a limited or partial evaluation of the relative effect(s) of EACH of these social forces on the conflict, and the social force *most* likely to resolve it.	Evaluates comprehensively the relative effect(s) of EACH of these social forces on the conflict, and the social force *most* likely to resolve it.
Uses specific evidence / examples.	Uses specific evidence / examples.	Uses specific evidence / examples.	Uses specific evidence / examples.	Uses specific evidence / examples.	Uses specific evidence / examples.

*See **Appendix** for sample evidence.*

N0 = No response; no relevant evidence.

N1 = Attempts a relevant response for an aspect(s) of the task (may be a sentence or two).

N2 = Attempts to describe cultural conflict(s).

Cut Scores

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

Appendix – Sample Evidence

Note: Plain text denotes Achievement evidence; <u>underlined</u> text is for <u>Merit</u>; and *italics* is for *Excellence*.

Task	Expected Coverage (not limited to these examples)
(a)	**Describes the nature and cause of the conflict surrounding the development of the fast fashion industry, e.g.:** • There has been a huge development in the fast fashion industry in recent times, with a huge volume of clothes now produced quickly and cheaply for consumers all over the world. • Fast fashion has a negative impact on the environment and on those working in the industry. • Companies are simply producing what consumers want. • The conflict surrounds the desire for affordable and fashionable clothing versus the negative impacts that fast fashion has on people and the environment.
(b)	**Describes the individuals / groups involved and their points of view, values and perspectives, e.g.:** Dana Thomas, a veteran journalist, believes fast fashion – which is to say cheap, disposable clothing, made indiscriminately, imprudently, and often without consideration for environmental and labor conditions by companies – is a disease, and both the planet and its people are paying the price. Thomas is strongly against the rise of fast fashion, calling it a "disease". She holds an environmental perspective on the issue, as she is concerned with the negative impact of the pollution created by the fast fashion industry on the planet. She values looking after the environment and protecting it from the actions of humans. Charles Wheelan holds a capitalist perspective on the issue of fast fashion. He states, "People love a good deal. Many jump at the thought of cheap stores competing with the styles of the high class …". He values businesses meeting the demand of consumers and making a profit to contribute to the economy.
(c)	**Explains how BOTH of the social forces in Resources E and F have contributed to the conflict, using specific evidence / examples, e.g.:** (1) Social media <u>Social media influencers have normalised the idea that people should keep up with the latest fashions and so promote fast fashion companies.</u> <u>There are also social media influencers who encourage people to shop ethically, making people aware of the problems, and showing them how to "look good while doing good".</u> (2) Social activism <u>Organisations such as Greenpeace are taking action to encourage change in the industry. For example, the 'Detox My Fashion' campaign aims to educate people about which brands are more ethically and environmentally responsible than other brands. This enables consumers to make informed decisions with their purchases.</u>

(d)	**Evaluates the relative effect(s) of EACH of these social forces on the conflict and the social force *most* likely to resolve the conflict, using specific evidence, e.g.:** *Social media influencers have a huge influence on the fast fashion industry. However, its impact on improving the negative impacts of fast fashion are limited, as many influencers are still driven by the money given to them by companies to promote their products. Therefore, companies can employ an army of influencers to push their products, as opposed to ethically driven individuals. It would take the majority of people to use social media to promote ethical fashion for it to change.* *Another barrier to the positive influence of social media on fast fashion is that consumers are restricted by their monetary budgets. Even if they want to follow ethical influencers, they may still buy fast fashion, as this is all they can afford or is widely available to them.* *Social activism can be hugely influential as it encourages the people in charge of the companies to change their practices to protect their brands. If social activism campaigns expose unethical practices of certain brands, it could lead to a loss of profit, as celebrities and influencers will no longer want to be associated with their products. They will come under pressure to improve their mode of production but also keep their price point competitive for the consumer.* *Social activism is more effective than influencers in this respect, as it takes less time to put pressure on companies and targets those at the top of the company with the power to make changes quickly, whereas social media relies on consumers taking notice of ethical influencers and changing their buying habits. It is also inevitable that when brands change due to pressure from groups like Greenpeace, they will promote the changes they have made through the use of influencers on social media and through other advertising strategies.*