



National Certificate of Educational Achievement
TAUMATA MĀTAURANGA Ā-MOTU KUA TAEA

Exemplar for Internal Achievement Standard

Social Studies Level 1

This exemplar supports assessment against:

Achievement Standard 92048

Demonstrate understanding of findings of a Social Studies inquiry

An annotated exemplar is a sample of student evidence, with a commentary, to explain key aspects of the standard. It assists teachers to make assessment judgements at the grade.

New Zealand Qualifications Authority

To support internal assessment

Grade: Achieved

For Achieved, the student needs to demonstrate understanding of findings of a social inquiry.

This involves describing findings that relate to the focus of inquiry and including relevant evidence from primary and secondary sources in the description.

Gender inequality in sport has been selected as the focus of the inquiry, and the single inquiry question broadly relates to themes outlined in Explanatory Note 3.

Across the response, the student demonstrates an understanding of the inquiry focus through a description that has the depth expected at curriculum level 6. Several key findings that relate to the inquiry question have been presented. These are typically presented at the start of each paragraph. For example, *“the most talked about impact is the gender pay gap”* and *“gender inequality matters because it impacts female participation in sport”*. These key ideas have then been expanded on by providing further detail and incorporating evidence and examples.

Relevant evidence from primary and secondary sources have been used across the report. The primary sources used by the student include the photographs and the Sports New Zealand report. Secondary sources, such as websites and articles, have provided some of the key statistics used throughout. A reference list that detailed the secondary sources used was also provided by the student.

For Merit, the findings would need to be consistently explained. This could include explaining the relevance of their selected primary and secondary source evidence by more thoroughly discussing how the evidence supported their findings. For example, where the student discusses the treatment of female athletes in the media, they could have developed this into an explanation by discussing the consequences of this treatment or considered why it is likely that women are treated like this in sports media.

What are the impacts of gender inequality in sport?

There are many big impacts of gender inequality in sports across all codes around the world from single athletes to big sports teams. The most talked about impact is the pay gap between female and male athletes. Believe it or not the gender pay gap is actually bigger than it has ever been since they started reporting the gender pay gap statistics. Another example of the pay gap is between NBA and the women's team, the WNBA players. The average salary for WNBA players is 110 times less than the average male NBA player. The gender pay gap is an issue at management level also, with the "gender pay gap between male and female chief executives is nearly 50 per cent".

A second really big gender inequality issue in sports is media coverage. Unfortunately, female athletes receive way less coverage compared to male athletes which is not helping equalise between men and women in sports. Women often receive less media coverage even when the women athletes' achievements outshine those of male athletes. A report undertaken by Isentia for Sport New Zealand in 2020 explored media and gender. The study looked at media reporting of sports during the period July 2019 to February 2020. It included media sources Stuff, NZME, Newshub, TVNZ, Sky, and others. The study found that women's sports accounted for 15 per cent of all sports coverage. While this is low, it is much higher to compared to other countries, including Australia at seven per cent (2018 finding) and USA at five per cent (2019 finding). It is estimated that women's sport accounts for four per cent of all sports covered in the media, globally. In addition to being less visible in the media, research has also shown that when women athletes are reported on, the coverage differs in nature to coverage for male athletes. The study by Isentia found that photos of women are more likely to show women athletes photographed with others (peers, coaches or supporters), rather than by themselves and with a higher percent of photos showing emotion or action shots, compared to photos of male athletes. If we had gender equality in sports we wouldn't expect to see any difference in how athletes of different genders are reported.

Gender inequality matters because it impacts females' participation in sports, even recreational or social exercise. Sports are, and are perceived to be, less accessible to females. For example, sports covered in the media portrayed as "male sports" may not feel accessible to females, even if they are sports open to female players also. When females see male counterparts being paid more and portrayed more in the media, this can impact the female's sense of value or worth and create a feeling that they are not "as good" or "as worthy" as males playing the same sports, which creates a barrier to participation. And even if females still choose to participate in these sports, they do so feeling as though their success isn't valued (as much) or that their success is capped. For these reasons, it matters that we continue to fight for equality in sports.

Yale University's women rowers stripped to protest the lack of proper showers for them to use after practice. The team took their tops off and had the words "Title IX" drawn across them. Multiple newspapers published the story and within two weeks the female rowers had a new locker room with showers. The fact women had to go to the depth of this to get equal locker rooms really shows the difference now as men and women both have locker rooms with great facilities these days compared to back then when women didn't even have showers to use after rowing practice.

Gender inequality is slowly improving in sports like there are little things they are changing to make it more equal. Some examples of this are for the 2020 Tokyo Olympic games they made a rule which meant each country was encouraged to have a male and female athlete holding their flag which resulted with 91 per cent of countries doing this. Another example showing the Olympics committee is committed to equalising the opportunities between male and female athletes is that they opened up the opportunity to female athletes by allowing them to participate in all sporting codes that male athletes were able to compete in.

I discussed the gender pay gap and differences in media reporting above. While these remain issues, there has been some movement in these areas. Major tournaments including Wimbledon and the US Open have made efforts to equalise prize money for male and female players. This

acknowledges that both men and women put in the same amount of skill, dedication and effort to be at the top level of their sport. This equality is fair and shows all athletes that they are valued, irrespective of gender. I mentioned the research Isentia did for Sport New Zealand, that found that in 2020 15 percent of sports media coverage was of female sports. This 15 percent was an increase from 11 per cent found in a study by Toni Bruce in 2011. While it is positive that this is moving in the right direction, we still have a long way to go. I personally believe that as New Zealanders we should feel embarrassed that there is still such a significant gap. This isn't an issue that only affects our top athletes, I can now see that it affects all of us, and will continue to affect future generations also, so we need to do better.



This photo is from 1967 and it shows the difference in women running marathons compared to 2024 as they use to get pushed out of the way by male runners.



In this photo from 2024 this girl is completing a marathon with support from everyone and not having to worry about getting pushed out of the way.

The student also provided a reference list.

Grade: Merit

For Merit, the student needs to explain the findings of a social inquiry.

This involves explaining findings that address the focus of the inquiry and using evidence from primary and secondary sources to support the explanation.

This student has selected social media as the focus of their inquiry and has provided an inquiry question which relates to themes outlined in Explanatory Note 3.

Several different findings in relation to the inquiry focus have been identified. These are often used as topic sentences at the beginning of each paragraph. The student has moved beyond a description (as required for Achieved) to an explanation, by considering how social media creates the opportunity for inclusive communities and activism and then connecting this to the focus question.

Primary and secondary evidence has been used to support the findings. This includes referencing articles and research reports (secondary), as well as quotes from an interview with a climate justice activist (primary). These have usually been used to support the explanation of the findings. Often these explanations of evidence begin with statements such as *“this shows us”* or *“this proves”*.

To further secure Merit, more consistent use of both primary and secondary sources to support key ideas would have been beneficial. For example, the findings could have considered more than one example of an activist who has found support in online communities.

For Excellence, the student could demonstrate evaluation via making judgements and drawing conclusions. They have begun to connect some ideas through their considerations of how younger people’s familiarity with technology has made them more likely to be involved in online communities. However, this would need to be further developed to meet the requirements for Excellence.

Other examples of making a judgement in this context could be demonstrating an understanding of the possible downsides of social media on young people’s self-esteem and identity, and drawing a conclusion around how much the positives may or may not outweigh the negatives.

Focus question: Does social media provide a supportive place for young people in society?

Social media has a way of making young people feel included in society. It has designed platforms, features and contents that ensures that everyone, regardless of their background or abilities, can fully engage on social media. Social media creates a feeling of inclusion because it allows individuals to share stories, experiences, and information about their cultures and traditions. It allows people from diverse backgrounds to connect, collaborate and take part in conversations that encourage understanding and acceptance. Social media allows young individuals who are part of supportive online communities to be compassionate and empathetic towards others who are sharing similar experiences and thoughts. Years ago, young people who were struggling with things in their life often felt marginalised and alone. This is because not many people had access to social media or there were no online communities. Today, young people can connect with others through social media which can help them feel secure with who they are. They can find support online without leaving the house. This is especially helpful for young people living in small communities or rural areas where resources are limited.

Social media platforms have become a way for people to be inspired and involved in movements that fight for human rights. A BBC article about movements led by Gen Z, written in 2022, states that 'Technology has given young people a louder voice than ever before'. Generation Z are people born in the late 1900's or the early 21st century. This generation is noticed for being familiar with the use of digital technology, the internet and social media from a very young age. This means more young people are being involved in the online community. A study in 2022 found that 76% of internet users participate in an online community and 98% of those who belong to online communities feel the sense of belonging to the group.

The internet can spread social awareness and encourage supporters to take action about an issue. Social media has become the place for young people to share their negative experiences of marginalisation, discrimination, and racism, and turn their anger into something positive and impactful that will benefit themselves and others who are suffering. Being able to connect and relate with others around the world can benefit young people because it will teach them to have courage to stand up for the rights of others and try to change things that can affect their future. A 2020 study from the UK Safer Internet Centre showed 34% of 8-17 year olds say the internet has inspired them to take action about a cause and 43% say it makes them feel like their voices matter. Young people on social media platforms can share, discuss and raise funds about social injustices. Social media is an easy and great way for young people to look at and support social issues across the globe, like the Black Lives Matter Movement, #MeToo, etc. For example, a few days after George Floyd's death in 2020, over 8 million tweets on Twitter had been tagged with #BlackLivesMatter, according to The New York Times. This shows that social media allows people to quickly communicate with each other about important issues and express their opinions about it.

Young people who are a part of supportive social media communities may feel like they have gained more courage and confidence to stand up for themselves and others. Climate justice activist Elijah Mckenzie-jackson says “It’s more of a community and family, versus a workplace, which is probably why so many of us are involved in movements.” This tells us that he believes being part of movements through social media or in real life can give us a sense of belonging that can be similar to a family. Belonging in a family can make you feel loved, understood and cared for. It means that young people can share their experiences and worries, and in return, they can gain advice from others who have learnt to get through those situations. Inclusion will very likely result in a high self-esteem which helps young individuals know that they are a great additional value in the world.

Being digitally included in the social media society allows young people to quickly communicate and discuss social issues. It allows them to have important values like compassion and empathy. Young people can find happiness from connecting with others and enjoy participating in movements. Elijah says that “Once you’re involved, you can’t stop because you learn and understand more.” This proves that being part of a supportive society will definitely benefit the younger generation in a way that makes them feel like their life is more meaningful. Their participation and actions will not only benefit themselves but others as well.

I can conclude that, over the years, as social media has increased in usage and development, it has become more of a supportive place for young people. This is because recent statistics (from 2022) show that social media has positively impacted many young people by enhancing engagement through online communities. Online communities have allowed many young people to share experiences, discover new identities, participate, and support movements online or in real life, and much more.

Grade: Excellence

For Excellence, the student needs to evaluate the findings of a social inquiry.

This involves evaluating findings that examine the focus of the inquiry by drawing well-reasoned conclusions and making judgements that critically connect ideas. Primary and secondary source evidence should be used to develop the explanation.

The inquiry question has been well-crafted and naturally encourages the student to evaluate their findings at a level appropriate to the curriculum.

Evaluative judgements which connect ideas have been made throughout the report. For example, when considering the role and appeal of influencers and connecting these to commercial business goals. The Excellence judgement is most clearly secured in the conclusion where the student critically contrasts how social media both contributes to the problem, while also playing a role in the solution. Other factors in relation to fast fashion have also been weighed up, allowing the student to draw a well-reasoned judgement based on their findings that social media has been the main contributor to the growth of the industry.

Primary and secondary evidence has been extensively used throughout. The evidence has been carefully selected to support the key findings, and in many instances, multiple pieces of evidence have been combined to support the finding that is being examined. These are usually well explained in relation to the inquiry question. For example, using the secondary article "*The Price of Fast Fashion*" to outline the broader impact of influencers on consumerism, then supporting this with a specific primary source example from Tik Tok to further illustrate the key finding.

Is social media the main contributor to the rise of fast fashion?

The rapid speed of trends promoted by social media has caused consumers to buy clothing more frequently. The ease of sharing ideas on social media fuels the fast change in fashion trends. A report from *ULOOP Inc*, about super-fast fashion shares the viewpoint that: 'a constant overturn of trends... encourages overconsumption and impulse buying. This shows that social media trends promote buying large quantities of clothing. Because these trends drive consumers into buying so much, consumers turn towards cheap fast fashion. On fast fashion giant, Shein's website, trending items are heavily advertised. Upon looking through Shein's main page, many items are listed as 'trending' or 'hot' and are highlighted in orange to emphasise them to shoppers, as well as many of them having been promotionally 'marked down' to attract shoppers. This is evidence on how fast fashion brands have recognised the effect trends have on their Sales. They have capitalized on this by using it as a main selling point for clothing items, further indulging consumers to over-consume and buy their cheap fashion.

Influencers on social media shape consumer habits, leading to fast fashion brands to partner with them for promotion, making influencers a major part of the fashion economy. Social media influencers are people with large followings on platforms such as Instagram and TikTok. A 2021 article titled "The Price of Fast Fashion" gives the viewpoint that; the influencers of social media cause consumers (specifically teens) to hunt for the looks that influencers are constantly promoting. Their daily 'get ready with me' vlogs and fashion hauls make everyday consumers try to mimic this maximal living. Fast fashion brands take this to their advantage by forming partnerships with influencers.



An example of this is TikTok and Instagram influencer Darcy McQueeny, her content consists of promoting products, hauls, going to promotional events, and a series dedicated to her opening packages sent from brands. This photo shows darcy McQueeny in one of her PR unboxing videos on TikTok. In this photo, Darcy is getting mounds of products from many fast fashion brands, like urban outfitters and white fox. Her captions include links/codes for the brands she works with, and the comments are flooded with statements such as "I have never been so jealous" and "wow this is literally a dream life" these comments show us how influencers pushing the idea that quantity equals happiness works to lure their followers towards the fast cheap fashion brands that they endorse, which is why fast fashion brands form these partnerships; because social media influencers are heavily increasing their sales.

While social media significantly drives fast fashion, several non-social media factors contribute to its dominance. A major contributor to fast fashion apart from social media is the low clothing prices. Writer, Nicole Lipman in an article shared her experience shopping at fast fashion brand, H&M, "I could take a \$20 bill and come back from the mall beaming with a new outfit. I never thought about why the clothes were so cheap. I just loved that they could be mine." Here we see the consumer

perspective, noting the happiness coming from buying fast fashion: spending little money, yet still getting high quantities of clothing, without considering other factors. Clothing is so cheap because of the low-quality materials, and low labour wages brands pay by producing their garments in other countries. The low prices that benefit consumers are at the cost of workers who work in fast fashion textiles for little money, and poor working conditions, show the lack of equity present in this industry.

Sustainable influencers on social media combat the fast fashion endorsed influencers promote. the article titled, Super Cute Please Like: the unstoppable rise of Shein states "It was uncanny to bounce between videos: here was a girl showing off her new halter, here was another girl giving a litany of reasons why it was unconscionable to buy clothes for so little money." this view highlights social media users who promote sustainable shopping, which can help reduce fast fashion consumption and challenge fast fashion brands. These sustainable influencers educate followers about the negative impacts of fast fashion and promote upcycling and thrifting, this includes online thrift stores. One of these online stores includes Depop, the social second-hand shopping site, now has "27 million users in 147 countries—and 90 percent of them are part of Gen Z" the company says. Sustainable influencers that use social media platforms to spread awareness about the impacts of fast fashion and encourage more equitable alternatives to help slow its constant rise.

Ultimately, we must ask the final question that this research aims to answer, 'how social media can be seen as the biggest contributor to fast fashion?' Weighing other factors is important to accurately answer the question, firstly the low prices of fast fashion clothing. The low cost of garments plays a big role in consumers decisions. to purchase from fast fashion; as money/being cost-effective is important for majority of people. However, a reason consumers want low price clothing is to accommodate to the rapid trend cycles on social media; the promotion of high clothing quantities on social platforms is what encourages consumers into seeking cheaper alternatives. Social media is also the marketing tool brands use to advertise the cheapness of their products. Another aspect to consider is the sustainable influencers that utilize social media to discourage fast fashion shopping. These influencers promote sustainable shopping alternatives and speak out against unethical fast fashion practices. while thrifting that's encouraged by these influencers are beneficial for reusing garments, many sustainable influencers still promote over-consumption by showcasing thrift hauls, which still generate waste. Additionally, anti- fast fashion social media accounts are far fewer compared to the numerous influencers promoting fast fashion hauls and packages. Meaning whilst they do help to fight the issue, not enough is done to combat the ways social media is used to endorse fast fashion. With these factors in mind, I believe that social media is seen as the biggest contributor to fast fashion because it crucial to the brands marketing and has popularised it with medias trends and influencers. These aspects are more prominent than low prices which still tie into social media and sustainable influencers that are more underlying on social media platforms.