Rationale:

This task will allow students to:

- Understand the conceptual nature of Society and Culture
- Recognise the basic methods of social and cultural research
- Differentiate between micro, meso and macro worlds
- Apply the fundamental and additional concepts
- Distinguish between qualitative and quantitative social and cultural research

Task Description:

You will plan primary research to investigate the following focus question (N.B. Questionnaire and Interview DO NOT have to be conducted):

What role does social media play in how an individual interacts with their peers?

You are to select TWO research methods in order to help you answer this question.

One method must be a questionnaire (using closed and open ended questions),

while the second method you need to select from will be either:

- An Interview
- Personal Reflection

Failure to Complete or Submit an Assessment Task

If you do not attend school on the Due Date of an assessment task to submit or complete the task in person you will be given a Zero Mark for the task unless you comply with the following Assessment Guidelines:

You must call the school on that day and indicate that you will miss the Assessment Task.

(a) For Assessment Tasks completed at home – you must submit the assessment task before school on the next day you attend, or

(b) For Assessment Tasks completed at school – you must report to the relevant Head Teacher before school on the next day you attend and discuss when you will complete the task missed or a substitute task.

You must attach a Medical Certificate with your appeal indicating how your Illness/Misadventure affected you completing the Assessment Task.

The full version of the Assessment Guidelines can be viewed on the school website:

www.elderslie-h.schools.nsw.edu.au/
Outcomes to be assessed:

P2 identifies and describes relationships within and between social and cultural groups

P6 differentiates between, and applies the methodologies of social and cultural research

P7 applies appropriate language and concepts associated with society and culture

P10 communicates information and ideas using appropriate written, oral and graphic forms

P11 works independently and in groups to achieve appropriate goals in set timelines

Task Instructions:

For each methodology you need to write a report of between 600-800 words explaining:

1. A brief statement of why you selected your method (i.e. questionnaire + one other).

2. A plan of the questions you intend to use to collect your information.

3. Your investigation of the question: **What role does social media play in how an individual interacts with their peers?** How will you investigate the focus question? What will you discuss? What information you could include (e.g. quotes) and the types of conclusions you may reach.

4. What ethical questions will you need to consider in regards to your research?

5. Make a note of whether the data you have collected is qualitative, quantitative or both.

6. Discuss the effectiveness/usefulness of your questionnaire and your other method in researching this question – include what problems you may anticipate in conducting your research.
You will be assessed on how well you:

- organise and plan your research - designing
- justify the use of your methods and the way you apply them - analysing
- present your findings – communicating
- your use of appropriate concepts in your report (e.g. additional concepts: identity, globalisation, gender, power, authority, technologies + the Five Fundamental Concepts and any other related concepts e.g. communication, socialisation etc.)

**Submission:** must be a hard copy. **NOT** to be submitted on a disc or USB. If you wish to submit your task electronically for advice you can do so – julie.kelly@det.nsw.edu.au OR on Edmodo– please be warned, I will not be offering advice **two days** before the task is due, so plan your time well.
Rubric/Marking Criteria:

Your work will be marked on -

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<thead>
<tr>
<th>Criteria</th>
<th>Marks</th>
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<tbody>
<tr>
<td>• comprehensively and clearly states how the method would support research into the focus question, providing a thorough understanding of how the research process would be conducted, anticipating both organisational and ethical issues that may need to be addressed</td>
<td>17-20</td>
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<td>• comprehensively demonstrates the way in which the data would be presented</td>
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<td>• comprehensively communicates in a well organised and constructed written report integrating appropriate terminology</td>
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<tr>
<td>• effectively states how the method would support research into the focus question, providing a sound understanding of how the research process would be conducted, anticipating both organisational and ethical issues that may need to be addressed</td>
<td>13-16</td>
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<tr>
<td>• effectively demonstrates the way in which the data would be presented</td>
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<tr>
<td>• effectively communicates in a well organised and constructed written report integrating appropriate terminology</td>
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<tr>
<td>• satisfactorily states how the method would support research into the focus question, providing some evidence of organisational skills and an awareness of problems that could occur</td>
<td>9-12</td>
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<td>• satisfactorily mentions the way in which the data would be presented</td>
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<td>• satisfactorily communicates using a written report and sound terminology</td>
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<tr>
<td>• describes how the method would support research into the focus question, with some evidence of organisation</td>
<td>5-8</td>
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<td>• describes the way in which the data may be presented</td>
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<tr>
<td>• descriptively communicates using a written report. May use basic terminology</td>
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Presents at least four points relating to the respective research method. Attempts to communicate in brief written form. 1-4