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**TOTAL
MARKS**

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NATIONAL SENIOR CERTIFICATE EXAMINATION
2023

**LIFE ORIENTATION
COMMON ASSESSMENT TASK
PART B**

EXAMINATION NUMBER

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Time: 2 hours

70 marks

MARK SUMMARY & COMMENTARY (For Educators/Moderators):

Section	Mark (E/M)		Total
Section A			30
Section B			40
TOTAL			70

INSTRUCTIONS

1. It is in your own interest to write legibly and to present your work neatly.
2. Write in dark blue or black ink only.
3. For each of the questions: read or review the source and then answer the questions that follow intelligently and with insight.
4. Take cognisance of the mark allocations before answering the questions in Section A. Marks will be awarded for each different and viable explanation.
5. FOUR blank pages (pages 13–14 and 24–25) are included in the question paper. If you run out of space for an answer, use these pages. Should you use this extra space, number the answers exactly as the questions are numbered.
6. Remember – quality is more important than quantity but avoid one-word answers.

INTRODUCTION

CAT A invited you to explore the advantages and disadvantages of living in a consumerist society. You discussed the psychological and sociological effects on consumers and on society at large, and you considered the price the environment and vulnerable communities along the service chain have to pay for our way of living.

CAT B will continue along this theme and examine how well you have internalised the concepts and ideas of CAT A and invite you to further consider the complexities and controversies associated with consumerism.

SECTION A SHORT QUESTIONS**QUESTION 1****Source 1: Rise of the Deinfluencer: Growing Social-Media Movement Challenges Influencers and Consumerism.**

Deinfluencing is a growing trend on TikTok where creators attempt to discourage audiences from overconsumption and falling victim to overpriced social-media trends, like dishing out over \$400 (R8 000) for the AirPods Max, or paying around the same amount for the viral Dyson Airwrap.

KEY FACTS

- A Meta study found 54% of people either made an erratic purchase in the moment or after seeing the service or product on Instagram.
- According to Twitter statistics, 53% of the social platform's users are more likely to be the first to buy new products. Users also view ads 26% more times on Twitter than on any other platform.
- Products and services often go viral on social media platforms thanks to the help of influencers, like the popular UGG Tasman Slippers, which sold out right before the holidays. Their hashtag (#uggtasmanippers) has over 19.3 million views on TikTok.
- A 2022 report by InCharge Debt Solutions found over a third of people admitted to overspending in order to 'keep up with the fun' they saw their peers having on social media.
- The report also found 40% of Gen Z* were willing to spend more on experiences than on necessities. But 20% admitted to not saving money in favour of either having these experiences or shopping.

OVERCONSUMPTION AND THE ENVIRONMENT

A subculture of the deinfluencing trend involves creators posting 'anti-hauls' of products they either won't buy or won't repurchase. These are the exact opposite of the popular haul* trend on TikTok; creators post about all the things they buy on their shopping trips, often in excess.

TikToker Alyssa Kromelis told *Forbes* that over the past two years she had been using TikTok, she'd 'seen more insane Amazon, Shein, Ulta, Target, etc. hauls than [she] can count'.

Maeve Galvin, global policy and campaigns director at non-profit organisation Fashion Revolution, told *Vogue* fashion hauls were connected to 'gamification* and the sport of consumption'. A 2020 Princeton review found that the fashion industry used one-tenth of all water used to run factories and clean products. It also found that 57% of all discarded clothes ended up in landfills. A study published in *Nature Reviews Earth & Environment* found the fashion industry contributed to 92 million tons of waste each year and 79 trillion litres of water consumed.

Canadian deinfluencer Michelle Skidelsky told *Forbes* overconsumption was featured a lot on TikTok, making it 'very easy to fall into a trap of buying things you see online in the hopes of buying yourself into a better life'.

'Dupe' is the short form of duplicate, meaning a cheaper product made to resemble a higher-end, expensive or designer version. Dupe culture is regularly seen in the fashion world, where standout pieces from fashion houses are duplicated at less-expensive prices by fast-fashion brands like Shein, Fashion Nova and Zara.

For example, *Rolling Stone* reported on the viral \$695 (R14 000) fairy dress made by designer Marcelo Gaia that was 'duped' by several fast-fashion brands for cheaper alternatives. However, dupe culture has spilled over into other spaces like the beauty world. Beauty gurus like Laura Lee have put high-end makeup and their drugstore dupes up against each other. Some TikTok creators have turned to dupe culture as an intervention; deinfluencing is seen as a way to combat consumerism, with the #dupe hashtag having over 3.1 billion views.

Some of the most-liked videos on the deinfluencing hashtag feature creators sharing cheaper alternatives for high-end products. But according to Hannah Rosato, a creator at the forefront of the deinfluencing trend, this can be counterproductive. Dupe culture is 'still advocating* for consumption,' and can come off as 'predatory' when influencers have affiliate* links to 'duped' products in their marketing campaigns.

However, she believes there's a silver lining to dupe culture by making 'products more accessible' to those who otherwise wouldn't be able to afford them.

[Johnstone, A. 8/03/2023. 'Rise of the De-influencer: Growing Social-Media Movement Challenges Influencers and Consumerism', *Forbes*. <https://www.forbes.com/sites/ariannajohnson/2023/03/08/rise-of-the-deinfluencer-growing-social-media-movement-challenges-influencers-and-consumerism/?sh=49dbe32b4a44>, accessed 23/03/2023.]

GLOSSARY

- Gen Z – members of the generation of people born between the mid-1990s and mid-2010s who are seen as confident users of new technology.
- Haul – a haul video (a haul) is a video recording posted to the Internet in which a person discusses items that they recently purchased, sometimes going into detail about their experiences during the purchase and the cost of the items they bought.
- Gamification – the application of typical elements of game playing (e.g., point scoring, competition with others, rules of play) to other areas of activity, typically as an online marketing technique to encourage engagement with a product or service.
- Advocating – publicly recommend or support.
- Affiliate – some form of beneficiary relationship with a company – thereby marketing a product to derive financial benefits, etc.

1.1 Give any TWO opportunities that you believe social media has given influencers?

(2)

- 1.2 1.2.1 Do you believe that the deinfluencing culture has the power to remedy overconsumption and to end influencer marketing? Explain your answer.

(2)

- 1.2.2 Explain your understanding of the phrase: 'keep up with the fun'.

(1)

- 1.2.3 What emotion do you believe consumers feel when attempting to 'keep up with the fun'?

(1)

- 1.3 Quote TWO statistics from the source that expose the environmental price tag attached to the fashion industry.

(2)

1.4 The article states that 'dupe-culture' can be seen to make products more accessible to lower-income groups and it discourages consumerism.

1.4.1 Identify a criticism of dupe culture that was mentioned in the source.

(1)

1.4.2 Briefly discuss TWO additional disadvantages of 'dupe culture'.

(2)
[11]

QUESTION 2**Source 2: Green Consumerism Encourages Consumption**

The profits of businesses taking advantage of green consciousness* will only be guaranteed if people continue to buy their products. It is not in their interests to encourage reduced consumption. Sally White, in a report advising manufacturers, argued:

In a wealthy society such as ours, environmental problems are unlikely to be solved by heavy-handed attempts to make people consume less. The solution lies in redirecting many consumer choices towards environmentally friendly products. The answer is not necessarily reduced consumption but more thoughtful consumption.

In 2009 some of the world's largest companies, including Coca-Cola and Tesco, claimed that green consumerism could prevent climate change so that there was no need to reduce consumption or slow economic growth. Sir Terry Leahy, the chief executive of Tesco, said, 'It will be a transition achieved not by some great invention or by changing laws, but through the billions of choices made by consumers every day all over the world. It was wrong to demand that consumers should reduce their desires to cut emissions.'

In contrast, most environmentalists argue that the consumer's first priority should be to buy less, to ask 'Do I really need this product?' Yet green advertising encourages us to buy more, by suggesting we should buy a certain product because it is good for the environment. Yet, many environmental groups have resorted to green consumerism to increase their funds. The Australian Conservation Foundation, The Wilderness Society and Greenpeace all market environmental goods fairly aggressively in shops and by mail. Saving the planet one purchase at a time is now a crucial part of modern environmental organisations and advocacy groups.

Ian Grayson, writing in *Chain Reaction*, argued for voluntary simplicity. He argues that it is not sustainable to continue to consume goods at current rates, even if they are more environmentally acceptable. He claimed that a level of personal consumption above that required to meet basic human needs cannot be maintained by everyone in the world. It is unfair if maintained by well-off people.

Juliet Kellner writes in *New Internationalist* that, unless the green consumer movement constantly repeats the message that people should buy less, 'it lays itself open to being hijacked by industrialists who simply wish to look green enough to make naive shoppers purchase more of their wares*'. She argued that, since manufacturers still make environmentally unfriendly products and retailers still sell green products on the shelves next to non-green ones, these show that the real aim of the exercise is still profit. Green marketing is just a way of expanding sales. If they really wanted to protect the environment they would replace the unsound products with sound ones, not just add to their existing lines.

[Beder, S. 2018. 'Green Consumerism Encourages Consumption, *Human and Environmental Rights Institute*.

<<http://www.herinst.org/BusinessManagedDemocracy/environment/consumerism/consumption.html>>, accessed 22/03/2023.]

- Green consciousness (or environmental consciousness) – the awareness of the balance of what you consume and what you produce. It is being aware of your carbon footprint.
- Wares – any items offered for sale.

2.1 According to the source, there are flaws in the belief that the answer to solving environmental problems lies in the use of environmentally friendly products. Briefly explain ONE of these flaws.

(2)

2.2 Why do you believe industrialists do not want to encourage consumers to reduce their spending and to rather buy environmentally friendly products?

(1)

2.3.2 Despite these difficulties, most environmentalists agree that the answer to these problems lie with less consumption. Briefly discuss any THREE personal advantages to spending less.

(3)

2.3.3 Suggest TWO solutions from the source that might ensure that people consume less.

(2)

2.3.4 Briefly explain any FOUR ways in which the solutions you suggested in Question 2.3.3 can be successfully implemented.

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(4)

[14]

QUESTION 3**Source 3**

Below is a photograph of graffiti by the street artist, Banksy.

Refer to the photograph and answer the questions that follow.



[Banksy. 2021. *Banksy on Capitalism*. <https://streetartutopia.com/2021/08/06/banksy-on-capitalism/>, accessed 22/03/2023.]

- 3.1 How effective do you believe the medium used by the artist, namely street art, is to challenge society? Explain your answer briefly.

(1)

3.2 Which TWO problems do you believe the artist wants to expose in Source 3?

(2)

3.3 Do you believe that these problem(s) can be corrected? Explain your answer.

(2)

[5]

30 marks

[illegible]

SECTION B DISCURSIVE-ESSAY QUESTION

Consider the following sources before responding to Question 4.

Source 4

Capitalism Promotes Freedom. The most basic freedom is the freedom to make choices. Capitalism promotes choice. It promotes the ability of people to decide what they want to buy, how much they want to buy, where they want to live, where they want to work, and so on.

[Michel, M. 2015. 'Ten reasons why capitalism is morally superior'. *Contracting Business*. <https://www.contractingbusiness.com/residential-hvac/article/20868486/ten-reasons-why-capitalism-is-morally-superior>, accessed 23/03/2023.]

Source 5

There are so many choices that you are overwhelmed.

This phenomenon is known as 'the paradox of choice' and it is becoming a concern in the modern world, where more and more options are becoming easily available to us. The paradox of choice stipulates that while we might believe that being presented with multiple options actually makes it easier to choose one that we are happy with, and thus increases consumer satisfaction, having an abundance of options actually requires more effort to make a decision and can leave us feeling unsatisfied with our choice. If we only had to choose between 1% and 2% milk, it is easier to know which option we prefer, since we can easily weigh the pros and cons. When the number of choices increases, so does the difficulty of knowing which is best. Instead of increasing our freedom to have what we want, the paradox of choice suggests that having too many choices actually limits our freedom.

'Learning to choose is hard. Learning to choose well is harder. And learning to choose well in a world of unlimited possibilities is harder still, perhaps too hard.'

– Barry Schwartz

[Decision Lab. 2023. 'The Paradox of Choice'. *Decision Lab*. <https://thedecisionlab.com/reference-guide/economics/the-paradox-of-choice>, accessed 23/03/2023.]

Source 6

Sam Harris, Ph.D. in neuroscience from UCLA (University of California, Los Angeles) explains that 'Free will can never exist. Our wills are simply not of our own making. Thoughts and intentions emerge from background causes of which we are unaware and over which we exert no conscious control.'

Our faith in free will and self-determination is firmly attached to the belief that no one knows the reasons behind our decision like we do – no one else would know our desires, thoughts and feelings and the decisions we make our own – or are they?

While it still remains impossible to read people's minds (for now) the recent onset of data gathering and analysis means that our 'decision DNA' (genetic makeup) is now open to investigation. The more data we create and expose for analysis, the greater our understanding of who we are, how we behave, what we think and what we will most likely decide. Brands and digital platforms are actively using technology and computers to harvest this data. They then use this data to deliver the long dreamt-of power to predict consumers' thoughts and actions. Is this too much power? Can it be stopped? Or is it progression and evolution?

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