



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

## **Exemplar for Internal Achievement Standard Social Studies Level 3**

This exemplar supports assessment against:

**Achievement Standard 91600**

Examine a campaign of social action(s) to influence policy change(s)

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

New Zealand Qualifications Authority

To support internal assessment

	Grade Boundary: Low Excellence
1.	<p>For Excellence, the student needs to examine comprehensively a campaign of social action(s) to influence policy change(s).</p> <p>This involves using Social Studies concepts and giving specific evidence to:</p> <ul style="list-style-type: none"> <li>• describe the issue from different points of view, values and perspectives</li> <li>• describe the aims of the campaign</li> <li>• explain the differing reasons for individuals' and/or groups' involvement in the campaign and the individuals' and/or groups' reasons for selecting the actions within the campaign</li> <li>• exploring the real and potential consequences of the campaign</li> <li>• critically evaluating the effectiveness of the campaign, including possible modifications which could have been made to improve the campaign's influence on policy</li> </ul> <p>The student has used Social Studies concepts and given specific evidence to describe the issue of American gun laws and the aims of the <i>Moms Demand Action</i> campaign. They have explained reasons for the involvement and selection of actions within the campaign (not exemplified here).</p> <p>Real and potential consequences of the campaign have been explored (not exemplified here).</p> <p>In this extract, the student provides sufficient comprehensive critical evaluation of the effectiveness of the <i>Moms Demand Action</i> campaign (1), including possible modifications which could have been made to improve the campaign's influence on American gun policy (2).</p> <p>For a more secure Excellence, the student could provide more detail of the second modification to improve the campaign's influence on policy.</p>

### Critically evaluating the effectiveness of the campaign

In reality despite some positive consequences the Moms Demand Action campaign has not been very effective.

In one area the Moms Demand Action has been effective and that is in the media area of the campaign. They have educated many people about the issues and raised awareness of the need to have stricter gun control. Many people have got on the bandwagon like Starbucks and Wal-Mart who have banned weapon being brought into their stores. They tried unsuccessfully to lobby senators to change their minds and support stricter gun legislation but the awareness they have created may, in part, mean that senators are aware of the feelings of the supporters of Moms Demand Action and may change their minds in the future. It has also allowed the public to be made more aware of who is for and against gun control in the government and this may in the future mean people can vote in or out the people they see best meets their needs on this issue.

Unfortunately the gun laws have not changed, so the whole campaign has been ineffective in meeting the aims of the campaign. Organisations like the National Rifle Association has a lot more money and influence so the minor social actions that Moms Demand Action did, didn't really get the voice that was required to change the minds of those making policy. In addition the American patriotism towards the Bill of rights and the constitution in particular the second Amendment will make it hard for any action to get significant momentum.

However, a recent merge with Mayors against Illegal Guns means that in the future they may be able to have more clout. This is significant as the mayors are already part of the political system and their voices are more likely to be heard.

### Possible modifications which could have been made to improve the campaign's influence on policy.

A potentially good idea that Moms Demand Action could do is target specific state senators who have a moderate view on gun laws and have shown themselves to be open to listening to arguments of their constituents. This may be more effective than targeting the shops to stop allowing guns on their premises. This means that they may be able to influence specific states about the gun laws and therefore this may encourage other states to get involved in making the laws stricter. The Sandy Hook Promise did just this and the Governor and Connecticut Legislature changed their laws to make gun control stricter, like strengthening the provision on large capacity magazine size.

If Moms Demand Action had done this then some policy may have been changed and then they could move onto other states and eventually the federal government.

Another possible idea is to use the tragedies that have occurred in America with gun shootings to their advantage. At these times there is a mourning and sorrow and people are appalled at the way in which guns are obtained and used. This may give more momentum to their campaign and more people may see it as an important issue. Barack Obama used the Sandy hook elementary massacre to his advantage to try and get stricter gun laws. If they did this it may help change policy.

2

	Grade Boundary: High Merit
2.	<p>For Merit, the student needs to examine, in depth, a campaign of social action(s) to influence policy change(s).</p> <p>This involves using Social Studies concepts and giving specific evidence to:</p> <ul style="list-style-type: none"> <li>• describe the issue from different points of view, values and perspectives</li> <li>• describe the aims of the campaign</li> <li>• explain the differing reasons for individuals' and/or groups' involvement in the campaign and the individuals' and/or groups' reasons for selecting the actions within the campaign</li> <li>• exploring the real and potential consequences of the campaign</li> </ul> <p>This student has used Social Studies concepts and given specific evidence to describe the issue of American gun laws and the aims of the <i>Sandy Hook Promise</i> campaign. Differing reasons for involvement in the campaign, and the selection of actions within the campaign, have been explained (not exemplified here).</p> <p>In this extract, the student has explored, in depth, both the real (1) and potential (2) consequences of the <i>Sandy Hook Promise</i> campaign.</p> <p>To reach Excellence, the student could critically evaluate the effectiveness of the campaign, including possible modifications which could have been made to improve the campaign's influence on policy.</p>

### An exploration of the real consequences of the campaign

One real consequence of the Sandy Hook Promise campaign was that the Connecticut State legislature introduced into law a limit on ammunition sales. “We are under no illusion that making these changes will end gun violence or prevent all mass shootings,” said relatives of nine of the 26 victims of the Dec. 14 shooting at Sandy Hook Elementary School. “That, however, cannot be the test that determines whether America chooses to act or remain complacent. These measures will surely save many lives. And they will prevent other families from experiencing our grief.” Daniel Malloy the current Governor of Connecticut signed a gun bill which states:

- Current owners of magazines that can hold more than 10 rounds are allowed to keep them but they must register them with the state and forbids them from loading more than 10 rounds outside their homes or while at a gun range.
- It creates the nation’s first state-wide registry of people convicted of crimes involving the use of dangerous weapons
- It will require eligibility certificates for people purchasing rifles, shot guns and ammunition
- It will require background checks for all firearm sales and creates safety standards for school buildings

With Malloy’s signature Connecticut became the third state to pass a bill since the Sandy Hook Promise campaign started. Malloy said “We have come together in a way relatively few places in our nation have demonstrated the ability to do.”

A real consequence is that the Sandy Hook Promise campaign raised awareness about the issue of gun control. By speaking alongside Barack Obama on national television and creating Facebook pages this campaign has raised awareness of the issues around gun control. For some time after these events, gun control was one of the hot topics in the USA and legislation was considered at a state and federal level.

### An exploration of the potential consequences of the campaign

One potential consequence of the Sandy Hook promise campaign is that the federal laws around gun control may be changed so that all states are required to follow similar rules. State level laws vary significantly in their form, content, and level of restriction. Forty-four states have a provision in their state constitutions similar to the Second Amendment to the U.S. Constitution meaning people have the right to bear arms. The exceptions are California, Iowa, Maryland, Minnesota, New Jersey, and New York. In California, which has the strictest gun regulation, all firearms sales, transfers, including private transactions and sales at gun shows, must go through a California licensed firearms dealer. If the Sandy Hook Promise continues with its momentum other states aside from Connecticut may follow and introduce stricter gun laws. This may influence the federal government to change the policy surrounding gun control as well.

Another potential consequence of the Sandy Hook Promise campaign is that nothing happens. The National Rifle Association is a dominant force in the USA and lobbies senators and the federal government to make sure the second amendment is acknowledged and left in place. They have tried hard to undermine all campaigns set out to change gun policy and their tactics with the Sandy Hook Promise were no different. After the Newton shootings the Sandy Hook Promise campaign once again tried to gain momentum for stricter gun laws. The NRA response was to repeat robocalls to Newton families. The calls stated that the second

amendment was a constitutional right and should not be tampered with. This organization have a lot of money, clout and wide reaching support and so the Sandy Hook Promise campaign's aims are unlikely to be met at all. 2

	Grade Boundary: Low Merit
3.	<p>For Merit, the student needs to examine, in depth, a campaign of social action(s) to influence policy change(s).</p> <p>This involves using Social Studies concepts and giving specific evidence to:</p> <ul style="list-style-type: none"> <li>• describe the issue from different points of view, values and perspectives</li> <li>• describe the aims of the campaign</li> <li>• explain the differing reasons for individuals' and/or groups' involvement in the campaign and the individuals' and/or groups' reasons for selecting the actions within the campaign</li> <li>• exploring the real and potential consequences of the campaign</li> </ul> <p>This student has used Social Studies concepts and given specific evidence to describe the issue of American gun laws and the aims of the <i>Sandy Hook Promise</i> campaign. Differing reasons for involvement in the campaign, and the selection of actions within the campaign, have been explained (not exemplified here).</p> <p>In this extract, the student has provided examination of both the real (1) and potential (2) consequences of the <i>Sandy Hook Promise</i> campaign.</p> <p>For a more secure Merit, the student could provide a more detailed examination to explore the real and potential consequences of the campaign.</p>



Student 3: Low Merit

NZQA Intended for teacher use only

### An exploration of the real consequences of the campaign

One real consequence of the Sandy Hook Promise campaign was that the Connecticut State legislature introduced into law a limit on ammunition sales. The new legislation includes restrictions on large-capacity weapons, the nation's first dangerous-weapon offender registry as well as rules for buying ammunition. Daniel Malloy the current Governor of Connecticut signed a gun bill. With Malloy's signature, Connecticut became the third state to pass a bill since the Sandy Hook Promise campaign started. Malloy said "We have come together in a way relatively few places in our nation have demonstrated the ability to do."

1

### An exploration of the potential consequences of the campaign

One potential consequence of the Sandy Hook promise campaign is that the federal laws around gun control may be changed so that all states are required to follow similar rules. If the Sandy Hook promise continues with its momentum other states aside from Connecticut may follow and introduce stricter gun laws. This may influence the federal government to change the policy surrounding gun control as well.

2

Another potential consequence of the Sandy Hook Promise campaign is that nothing happens. The National Rifle Association is a dominant force in the USA and lobbies significantly senators and the federal government to make sure the second amendment is acknowledged and left in place. This organization have a lot of money, clout and wide reaching support and so the Sandy Hook Promise campaign's aims are unlikely to be met at all.

2

	Grade Boundary: High Achieved
4.	<p>For Achieved, the student needs to examine a campaign of social action(s) to influence policy change(s).</p> <p>This involves using Social Studies concepts and giving specific evidence to:</p> <ul style="list-style-type: none"> <li>• describe the issue from different points of view, values and perspectives</li> <li>• describe the aims of the campaign</li> <li>• explain the differing reasons for individuals' and/or groups' involvement in the campaign</li> <li>• explain the individuals' and/or groups' reasons for selecting the actions within the campaign.</li> </ul> <p>This student has used Social Studies concepts (8) and specific evidence (9) to describe the issue of the American gun laws (1) from the different points of view of Nicola Hockley and Bryan Du Bois (2), and the associated values (3) and perspectives (4).</p> <p>The aims of the <i>Moms Demand Action</i> campaign have been described (5) and the differing reasons for the individual's' involvement in the <i>Moms Demand Action</i> campaign (6) have been explained, as have the group's reasons for selecting the actions within the campaign (7).</p> <p>To reach Merit, the student could provide an exploration of the real and potential consequences of the campaign.</p>

Student 4: High Achieved

NZQA Intended for teacher use only

**A description of the issue from different points of view, values and perspectives**

In the USA guns are becoming an increasing problem. They are increasing in size, amount and power. More people own guns per resident, at around .89 per person, than any other nation in the world. There are approximately 270 million citizens with guns. In 1999, 28, 874 people died in the USA from guns. In 2011, 12 years later, it was 32,163. In 2012 alone there were 7 mass shootings which left 80 people dead and over 60 people wounded.

1 9

The gun laws in the USA differ considerably from state to state. Some states like New York have gun laws that are very strict, whilst in others like Texas the laws are less restrictive. These differing laws means that there is little consensus on the best way forward in terms of curbing the gun issue in the USA. Many federal (the whole country), legislators have continued to block laws imposing federal legislation. However, because guns are becoming an increasing problem in the USA many people think that the policies surrounding gun laws should be more restrictive at a federal level including Barack Obama. Obama would like to introduce these policies on a country wide basis.

8

These policies include:

1. Closing background check loopholes to keep guns out of dangerous hands;
2. Banning military-style assault weapons and high-capacity magazines, and taking other common-sense steps to reduce gun violence;
3. Making schools safer; and
4. Increasing access to mental health services.

1 9

Nicole Hockley a mother of two boys whose youngest was shot by Adam Lanza in the Sandy Hook massacre, supports Barack Obama's ideas of changing the policy on gun laws. She has a viewpoint on the issue of guns in America. She believes that there should be stricter gun control in America so that massacres like Sandy Hook do not happen. She believes there should be common sense changes to make it harder for criminals and people with mental illness to obtain guns, compulsory background checks for gun sales and a crackdown on illegal trafficking of guns. She said "If these sensible steps can help save lives, why wouldn't we take them?" (2).

2

She values the right of everyone to feel safe and secure in their community and the rights of parents to be able to send their children to school and know they will return.

3

Her point of view and values are shaped by a human rights ideology. She does not want other parents to go through the trauma she has been through and therefore want the rights of others acknowledged and measures put in place to make these rights a reality.

4

There has been a lack of consensus at a federal level to impose stricter gun laws on the nation at a federal, level due to three significant issues. Firstly, the government system is very complex in America. It has been designed so that no one person is able to control the county. The system was put together in opposition to British governance of America. It was felt by many that the new system should not allow any one person or group to be able to make decisions for the nation. Hence why they have a three tiered approach to the government system. This means that any law is hard to get through as it depends on many people's viewpoints at different levels.

8

Secondly the constitution is the laws and requirements that the government has to follow. The constitution in America is complicated by the bill of rights which was designed to make sure that the government did not take away the rights of its citizens. The bill of rights is a set of guidelines, but many believe the bill of rights are laws that must be followed also. The second amendment in the Bill of Rights states "A well-regulated militia, being necessary to the security of a free state, the right of the people to keep and bear arms, shall not be infringed." (8). Many gun rights advocates say the Second Amendment protects an individual's rights to own guns and therefore stricter gun policies are not OK.

1

Bryan Du Bois a key leader in the Tea Party, a right wing political organisation is strongly against more gun laws in America. He thinks that every person has a right to have a gun as the founding fathers believed that the second amendment was there in case the people needed to rise up against the government if they were out of line. He believes that gun laws are strict enough and the government

should not introduce any more (2). He values the second amendment rights, freedom of the individual and less governmental control (3). His viewpoint and values are shaped by an extreme right wing ideology, which is conservative and traditionalist(4).

### **A description of the aims of the campaign**

Mom's Demand Action is a social action campaign founded on December 15<sup>th</sup> 2012 the day after the Sandy Hook Massacre by Shannon Watts.

They are a non-profit organisation whose aims are trying to make people more responsible for their community by imposing restrictions on guns and thereby making sure that people are given their right to feel safe and secure in their environment.

The campaign is asking to:

- Educate people about America on gun sense
- Demand legislators at state and federal levels to introduce common sense stricter gun laws like a ban on assault weapons and ammunitions of more than 10 rounds, report the sale of large quantities of ammunition to the ATF and limit the scope of concealed weapons laws at the state level.
- Demand companies cease allowing people take weapons into their businesses.

They have recently joined with Mayors Against Illegal Guns which is a coalition of over 1,000 mayors that supports gun control. Both groups have been recently been focusing their efforts on requiring expanded background checks on firearms purchases.

### **An explanation of the differing reasons for individuals' and/or groups' involvement in the campaign**

Shannon Watts is the founder of Mom's Demand Action. She founded the campaign for a variety of reasons. Firstly she is a mother and she want to make sure that she protected them from shootings like Newton and Sandy Hook. Secondly, her 12 year old son started asking questions about the Newton shooting. She wasn't sure what to tell him and then the Sandy Hook shooting occurred. She decided that something needed to be done to protect her son and make sure he understood that people can make a stand and change things. The third reason she started this campaign is to make sure that people are aware that stricter laws does not mean they are betraying the rights stated in the second amendment. She said "This is not an either/or conversation. Americans can own guns and be responsible... and we can enact gun control laws and honour our forefathers."

Senator Katherine Clark a democratic senator got involved in the campaign because she did not want to have to fear for her three son's safety and those of her states citizens.

She was involved as her citizens have the right to live in safety and harmony as stated in the Declaration of Human Rights, Article 3: Everyone has the right to life, liberty and security of person. She said "I am honoured to join this group as we come together to remember the children killed by gun violence...our best hope is to work together to develop, implement and demand sensible gun laws now."

### **An explanation of the individuals' and/or groups' reasons for selecting the actions within the campaign**

Moms' Demand Action's first social action was to create a Facebook page, "One million Mom's for Gun Control" to raise awareness about the alarming facts and stories about guns in America. Shannon Watts the founder of the Facebook page said she wanted to use Facebook as a beginning to her social action as it was a common form of communication amongst people in today's society and would get the greatest exposure in the fastest possible way. She wanted to raise awareness about the issues and also inform others about the success of the campaign, where people could join in and what people could do to help the campaign and a social networking site like Facebook allows her to do this easily.

Another social action that Mom's Demand Action has been involved in is the writing of a petition demanding that stores like Staples and Starbucks change their policy around allowing guns in stores. Jennifer Hope the director of programs for Moms Demand Action said this social action is important as mums go into Staples for last minute supplies and Starbucks to catch up with other mums often with children and when they are confronted by guns or the idea that people may have guns that are concealed they are concerned about the safety of their children.

She said "An accidental shooting in Staples earlier in the year demonstrated how dangerous the presence of guns can be." She wanted Staples and Starbucks to immediately enact a policy to ban guns from all stores nationwide.

	Grade Boundary: Low Achieved
5.	<p>For Achieved, the student needs to examine a campaign of social action(s) to influence policy change(s).</p> <p>This involves using Social Studies concepts and giving specific evidence to:</p> <ul style="list-style-type: none"> <li>• describe the issue from different points of view, values and perspectives</li> <li>• describe the aims of the campaign</li> <li>• explain the differing reasons for individuals' and/or groups' involvement in the campaign</li> <li>• explain the individuals' and/or groups' reasons for selecting the actions within the campaign.</li> </ul> <p>This student has used some Social Studies concepts (8) and provided some specific evidence (9) to describe, in just sufficient detail, the issue of American gun laws (1) from the different points of view of Nicola Hockley and Bryan Du Bois (2), and some values (3) and perspectives (4).</p> <p>The aims of the <i>Moms Demand Action</i> campaign (5) have been described, and the differing reasons for the individual's' involvement in the campaign (6) have been explained, as have the group's reasons for selecting the actions within the campaign (7).</p> <p>For a more secure Achieved, the student could:</p> <ul style="list-style-type: none"> <li>• provide further description of the issue</li> <li>• provide further description of the values and perspectives that underpin the points of view</li> <li>• use more specific evidence and include Social Studies concepts.</li> </ul>

**A description of the issue from different points of view, values and perspectives**

In the USA guns are becoming an increasing problem. In 2012 alone there were 7 mass shootings which left 80 people dead and over 60 people wounded. (1) (9)

The gun laws in the USA differ considerably from state to state. Some states like New York have gun laws that are very strict, whilst in others like Texas the laws are less restrictive. These differing laws means that there is little consensus on the best way forward in terms of curbing the gun issue in the USA. Many federal (the whole country), legislators have continued to block laws imposing federal legislation (8). However, because guns are becoming an increasing problem in the USA many people think that the policies surrounding gun laws should be more restrictive at a federal level including Barack Obama. Obama would like to introduce these policies on a country wide basis. (1) (9)

These policies include:

1. Closing background check loopholes to keep guns out of dangerous hands;
2. Banning military-style assault weapons and high-capacity magazines, and taking other common-sense steps to reduce gun violence;
3. Making schools safer; and
4. Increasing access to mental health services.

Nicole Hockley a mother of two boys whose youngest was shot by Adam Lanza in the Sandy Hook massacre, supports Barack Obama's ideas of changing the policy on gun laws. She has a viewpoint on the issue of guns in America. She believes that there should be stricter gun control in America so that massacres like Sandy Hook do not happen. She believes there should be common sense changes to make it harder for criminals and people with mental illness to obtain guns, compulsory background checks for gun sales and a crackdown on illegal trafficking of guns. She said "If these sensible steps can help save lives, why wouldn't we take them?". (2)

She values the right of everyone to feel safe and secure in their community. (3)

Her point of view and values are shaped by a human rights ideology. (4)

Others do not support the idea of changing the policy on gun laws. Many gun rights advocates say the Second Amendment protects an individual's rights to own guns and therefore stricter gun policies are not OK (2). The bill of rights is a set of guidelines, but many believe the bill of rights are laws that must be followed. The second amendment in the Bill of Rights states "A well-regulated militia, being necessary to the security of a free state, the right of the people to keep and bear arms, shall not be infringes". (8)

Bryan Du Bois a key leader in the Tea Party a right wing political organisation is strongly against more gun laws in America. He thinks that every person has a right to have a gun as the founding fathers believed that the second amendment was there in case the people needed to rise up against the government if they were out of line. He believes that gun laws are strict enough and the government should not introduce any more. (2)

His viewpoint is shaped by an extreme right wing ideology. (4)

### **A description of the aims of the campaign**

Mom's Demand Action is a social action campaign founded on December 15<sup>th</sup> 2012 the day after the Sandy Hook Massacre by Shannon Watts

9

They are a non-profit organisation whose aims are trying to

- Educate people about America on gun sense
- Demand legislators at state and federal levels to introduce common sense stricter gun laws like a ban on assault weapons and ammunitions of more than 10 rounds, report the sale of large quantities of ammunition to the ATF and limit the scope of concealed weapons laws at the state level.
- Demand companies cease allowing people take weapons into their businesses.

5

They have recently joined with Mayors Against Illegal Guns which is a coalition of over 1,000 mayors that supports gun control. Both groups have been recently been focusing their efforts on requiring expanded background checks on firearms purchases.

### **An explanation of the differing reasons for individuals' and/or groups' involvement in the campaign**

Shannon Watts is the founder of Moms Demand Action. She founded the campaign because as a mother and she want to make sure that she protected them from shootings like Newtown and Sandy Hook and she wanted to start this campaign is to make sure that people are aware that stricter laws does not mean they are betraying the rights stated in the second amendment.

6

Senator Katherine Clark a democratic senator got involved in the campaign because she did not want to have to fear for her three son's safety and those of her states citizens.

She was involved as her citizens have the right to live in safety and harmony as stated in the Declaration of Human Rights, Article 3: Everyone has the right to life, liberty and security of person.

9

### **An explanation of the individuals' and/or groups' reasons for selecting the actions within the campaign**

Moms' demand action's first social action was to create a Facebook page, "One million Moms for Gun Control" to raise awareness about the alarming facts and stories about guns in America. Shannon Watts the founder of the Facebook page said she wanted to use Facebook as a beginning to her social action as it was a common form of communication amongst people in today's society and would get the greatest exposure in the fastest possible way.

7

Another social action that Mom's demand action has been involved in is the writing of a petition demanding that stores like Staples and Starbucks change their policy around allowing guns in stores. Jennifer Hope the director of programs for Moms Demand Action said this social action is important as mums go into Staples for last minute supplies and Starbucks to catch up with other mums often with children and when they are confronted by guns or the idea that people may have guns that are concealed they are concerned about the safety of their children.

7

	Grade Boundary: High Not Achieved
6.	<p>For Achieved, the student needs to examine a campaign of social action(s) to influence policy change(s).</p> <p>This involves using Social Studies concepts and giving specific evidence to:</p> <ul style="list-style-type: none"> <li>• describe the issue from different points of view, values and perspectives</li> <li>• describe the aims of the campaign</li> <li>• explain the differing reasons for individuals' and/or groups' involvement in the campaign</li> <li>• explain the individuals' and/or groups' reasons for selecting the actions within the campaign.</li> </ul> <p>This student has provided some specific evidence (6) to describe, in just sufficient detail, the issue of the American gun laws (1) from the different points of view of Nicola Hockley and Bryan Du Bois (2).</p> <p>The aims of the <i>Moms Demand Action</i> campaign (3) have been described, and the differing reasons for the individual's' involvement in the campaign (4) have been explained as have the group's reasons for selecting the actions within the campaign (5).</p> <p>To reach Achieved, the student could:</p> <ul style="list-style-type: none"> <li>• provide more specific evidence</li> <li>• provide further description of the issue</li> <li>• describe values and perspectives that underpin the points of view</li> <li>• include Social Studies concepts.</li> </ul>



### A description of the issue from different points of view, values and perspectives

In the USA guns are becoming an increasing problem. In 2012 alone there were 7 mass shootings which left 80 people dead and over 60 people wounded.

Because guns are a problem in the USA many people think that the policies surrounding gun laws should be more restrictive at a federal level (the whole country), including Barack Obama. These policies include:

1. Closing background check loopholes to keep guns out of dangerous hands;
2. Banning military-style assault weapons and high-capacity magazines, and taking other common-sense steps to reduce gun violence;
3. Making schools safer; and
4. Increasing access to mental health services.

Nicole Hockley a mother of two boys whose youngest was shot by Adam Lanza in the Sandy Hook massacre, supports Barack Obama's ideas of changing the policy on gun laws. She has a viewpoint on the issue of guns in America. She believes that there should be stricter gun control in America so that massacres like Sandy Hook do not happen. She believes there should be common sense changes to make it harder for criminals and people with mental illness to obtain guns, compulsory background checks for gun sales and a crackdown on illegal trafficking of guns. She said "If these sensible steps can help save lives, why wouldn't we take them?"

Others do not support the idea of changing the policy on gun laws. Many gun rights advocates say the Second Amendment protects an individual's rights to own guns and therefore stricter gun policies are not OK.

Bryan Du Bois a key leader in the Tea Party a right wing political organisation is strongly against more gun laws in America. He thinks that every person has a right to have a gun as the founding fathers believed that the second amendment was there in case the people needed to rise up against the government if they were out of line. He believes that gun laws are strict enough and the government should not introduce any more (2).

### A description of the aims of the campaign

Mom's Demand Action is a social action campaign founded on December 15<sup>th</sup> 2012 the day after the Sandy Hook Massacre by Shannon Watts. They are a non-profit organisation whose aims are trying to

- Educate people about America on gun sense
- Demand legislators at state and federal levels to introduce common sense stricter gun laws like a ban on assault weapons and ammunitions of more than 10 rounds, report the sale of large quantities of ammunition to the ATF and limit the scope of concealed weapons laws at the state level.
- Demand companies cease allowing people take weapons into their businesses.

They have recently joined with Mayors Against Illegal Guns which is a coalition of over 1,000 mayors that supports gun control. Both groups have been recently been focusing their efforts on requiring expanded background checks on firearms purchases.

### **An explanation of the differing reasons for individuals' and/or groups' involvement in the campaign**

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Senator Katherine Clark a democratic senator got involved in the campaign because she did not want to have to fear for her three son's safety and those of her states citizens. She was involved as her citizens have the right to live in safety and harmony as stated in the Declaration of Human Rights, Article 3: Everyone has the right to life, liberty and security of person.

### **An explanation of the individuals' and/or groups' reasons for selecting the actions within the campaign**

Moms' Demand Action's first social action was to create a Facebook page, "One million Moms for Gun Control" to raise awareness about the alarming facts and stories about guns in America. Shannon Watts the founder of the Facebook page said she wanted to use Facebook as a beginning to her social action as it was a common form of communication amongst people in today's society and would get the greatest exposure in the fastest possible way.

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Another social action that Mom's Demand Action has been involved in is the writing of a petition demanding that stores like Staples and Starbucks change their policy around allowing guns in stores. Jennifer Hope the director of programs for Moms Demand Action said this social action is important as mums go into Staples for last minute supplies and Starbucks to catch up with other mums often with children and when they are confronted by guns or the idea that people may have guns that are concealed they are concerned about the safety of their children.

5