



Exemplar for Internal Achievement Standard

Social Studies Level 1

This exemplar supports assessment against:

Achievement Standard 92051

Describe a social action undertaken to support or challenge a system

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 describe a social action undertaken to support or challenge a system.

This includes describing the action, its aim in relation to a selected social issue, and how it supported or challenged a system. Relevant evidence must be included.

In this exemplar, the student has identified a social issue (people's ability to afford essential necessities such as food, housing, transport, and healthcare), considered a connected system (the humanitarian system), and selected an appropriate social action that supports the system in responding to the issue (volunteering and donating goods to the Salvation Army).

The student provides evidence to describe their social action by outlining both the work of the Salvation Army and the specific steps they took. These included researching donation needs, signing up as a volunteer, and completing volunteer work for the organisation. Photographic evidence was also supplied to show that they carried out the action themselves.

The student goes on to connect their actions to supporting the humanitarian system. Their description shows an understanding of the role charities play in offering timely and targeted support at a local level. They explain how their actions helped the Salvation Army continue providing humanitarian assistance, and they recognise the importance of volunteers and donations in enabling charities to operate effectively. They also identify that donating high-quality goods allows charities to sell items at low prices, making them more accessible to people affected by high living costs.

For Merit, the student needed to develop their description into an explanation that made clear how and why their actions affected the humanitarian system. This could have included explaining wider consequences of increased staff capacity, such as improved support during high demand, or how tasks like cleaning and pricing improve the organisation's efficiency. They could also have explained how encouraging community giving contributes to longer-term system sustainability through ongoing donations and volunteer involvement. More specific evidence would also be required to support a stronger explanation.

Introduction

The cost-of-living crisis is a major social issue across New Zealand. The cost-of-living crisis is an economic concept where individuals find it challenging to afford basic human needs such as food, housing and electricity. This is because the increase in prices of everyday goods and services is faster than an individual's income. This makes it challenging for people with low incomes to afford necessities. According to Stats NZ (2023), New Zealand's inflation rate peaked at 7.3 percent in 2022, and in 2023 grocery prices increased by 12.5 percent (Consumer NZ). Because of the increase in prices of basic necessities, at least one in five households struggled with essential costs in 2023, making it hard for people to afford basic needs. The cost-of-living crisis is a challenge to human rights, equity and justice and violates the individual's right to an adequate standard of living.

Aim, Action and System

I wanted to find a way to directly respond to the cost-of-living crisis by helping people get access to the goods they need at a more affordable price. One way I could do this was to support the humanitarian system. The humanitarian system is a network of organisations that work together to help people facing crises like the cost-of-living crisis. These include food banks, charities and non-profit organisations. While these groups may have different roles, they share the same goal of providing basic human needs and reducing suffering. The system is based on values such as human rights and supporting vulnerable populations.

On a local scale, the humanitarian system includes community groups such as the Salvation Army, which can respond quickly to local needs using donations and reselling goods at lower prices. The Salvation Army NZ operates over 60 family stores and 120 community centres that provide services like foodbanks, housing help and counselling. They receive donations, recycle household goods and resell them for cheaper and more affordable prices. The humanitarian system attempts to address the cost-of-living crisis by prioritising immediate needs, such as food, shelter and basic support, while maintaining human dignity.

Therefore, my social action was volunteering at the Salvation Army Family Store, which directly responds to the cost-of-living crisis by helping people access essential goods at more affordable prices. Before doing this, I sent an email to the Salvation Army family store team to get permission to volunteer. While emailing them, I also asked for further information about the types of goods that should and should not be donated for safety reasons and hygiene standards. This was important because it meant I did not bring items they could not use, like broken electricals or stained clothing, which would waste staff time and create disposal costs. It also helped me focus on the most useful items the store could sell quickly to keep prices low for customers. I donated clothes and household items and carried out practical tasks such as organising shelves, cleaning the store and putting price tags on clothing. Before donating, I sorted through my wardrobe and home to find good quality items that were clean, undamaged and still useful, like warm winter clothing, good shoes, kitchenware and bedding. I also thought about what items are most in demand and popular with families, such as children's clothes, jackets and hoodies, basic pots and pans, and towels, so my donation would be more helpful. To increase the amount and range of items, I spoke with my family and friends and asked if they had suitable things they were no longer using. I explained the cost-of-living crisis and how the Family Store helps people, which encouraged them to contribute.

In addition to donating, I then spent four hours at the store volunteering, where I helped organise and clean the store. I also helped to put price tags on items. This is important, because all these tasks are important for the store to be able to run and it also meant that it helped the store focus more on its general operations for the time I was there and do more customer support. The aim of my social action was to support people affected by rising living costs by helping the store operate smoothly and stay accessible for families who rely on it.

[The student included photographs of their work in the Salvation Army store, and screenshots of email between them and the Salvation Army Family Store]

How the action supported the system

My social action supported the humanitarian system by helping the Salvation Army Family Store function more effectively in the short term. Because I volunteered my time, the staff were able to focus on more urgent tasks like helping customers who needed assistance. When I completed tasks such as cleaning and pricing items, it allowed the staff time to rest and recharge, which improved their ability to support people in need. The humanitarian system relies on public donations and volunteers to operate at low cost and high capacity, especially during the cost-of-living crisis when demand increases. The Salvation Army Family Stores depend on good quality donated goods and volunteers to sort, price and display items, which helps keep prices affordable for families. Without steady donations and enough volunteers, the system would struggle to meet needs, shelves would not be stocked, and fewer people could access essential items.

Another impact of my social action was strengthening community giving. By donating items and being visibly involved, I influenced others to consider donating or volunteering as well. This supports the humanitarian system because donations reduce costs for families and reduce environmental waste. It also helps meet the increased demand caused by inflation and rising living costs. This connects to the social studies concept of Beliefs, because the Salvation Army and I share values about helping people in crisis.

My social action of donating and volunteering supported a trusted system that meets basic needs for vulnerable people. The Salvation Army helps over 120,000 people yearly in New Zealand, which makes it a reliable and effective part of the humanitarian system. My involvement helped me better understand how the system works and how community support keeps it functioning.

Evaluation of Suitability:

Although my social action was suitable and manageable as a student, it could have been more effective if I had stayed involved over multiple days or weeks. This would have contributed to longer-term positive outcomes. This relates to the value of commitment because continuing to volunteer would help people going through a hard time during the cost-of-living crisis.

The alternative social action that could have been more suitable in supporting the system could have been by making a fundraiser for those who are in urgent need for support and signing a petition to the government. For example, if I make a fundraiser for those who are going through a rough time from the cost-of-living crisis, I can respond more quickly to the social issue. Although I may not be age appropriate for signing petitions, I can help make a difference and help individual's rights.

By making a fundraiser, I can raise money for people in need and reduce their struggles. Additionally, by signing a petition, it can convince the government to increase minimum wage, allowing everyone to have equal and fair status and rights.

To conclude, some alternative social actions I could have done which were more suitable in supporting the system could have been making a fundraiser for people in poverty and signing a petition to the government to either try lower the cost-of-living crisis or increase individuals' minimum wages.

Grade: Merit

For Merit, the student needs to explain a social action undertaken to support or challenge a system.

In addition to the Achieved requirements to describe the social action and its aim in relation to the social action, Merit involves explaining the impacts of the social action in supporting or challenging the system. Evidence must be used to support the explanation.

The student selected food insecurity as the social issue and used evidence from the New Zealand Health Survey to show its scale. They described how poverty, high living costs, and food waste contribute to the issue, explaining that gaps in the food security system, rather than a lack of food, create hardship. They outlined the roles of Everybody Eats and Kaibosh, noting their reliance on rescued food, volunteers, and donations. The student also described their social action, including attending a dinner, making a financial contribution, and emailing MPs to raise awareness. They provided suitable evidence, such as photographs and email screenshots.

The student explained the impacts of their social action on the food security system by showing how their group's contributions supported both the immediate work of Everybody Eats and the wider functioning of the system. They explained how paying above the suggested koha directly increased the organisation's capacity to feed more people and calculated the impact of their combined donations, showing an understanding of how increased financial resources strengthen the system's ability to provide meals and reduce waste. They also explained how attending the dinner and learning about food rescue processes influenced their future behaviour.

Beyond the community level, the student explained how emailing MPs aimed to support and influence the system at a policy level by raising awareness of food insecurity and the lack of government funding for food rescue groups. They discussed how gaining a response from an MP's office showed an early impact and how increased political attention could strengthen the food security system through possible policy changes.

To reach Excellence, the student needed to evaluate the suitability of their social action by considering how effective and long-lasting its impacts were. They could have further developed why emailing MPs is an appropriate strategy within a democratic system, explaining how constituents raising concerns can influence policy and create more durable change. They could also have evaluated the limits of attending a single dinner and discussed how ongoing actions, such as encouraging repeated community support, might create stronger long-term impacts on the food security system.

Issue and System

The issue my group focused on was food insecurity in Aotearoa. The 2020/21 New Zealand Health Survey showed that 14.9 percent of children lived in households where food ran out sometimes or often, and 13.7 percent lived in households where they ate less because there was not enough money. This shows that food insecurity is a major issue in New Zealand. Even though the country produces enough food to feed the population many times over, between 10 and 20 percent of people still experience food insecurity. The main cause is not a shortage of food, but poverty and the high cost of living, which make it hard for households to access the food they need. At the same time, huge amounts of food are wasted across the supply chain and in homes. This waste also adds to New Zealand's greenhouse gas emissions, especially methane.

All of this shows that the food security system is broken. Food insecurity is not happening because New Zealand does not have enough food. It is happening because the system that should get food to people is not working properly. That is why charities like Everybody Eats and Kaibosh are so important. They step in to patch the holes in the system by rescuing food that would otherwise be wasted and redirecting it to people who need it.

Everybody Eats rescues about 12 tonnes of food every year. They work with local suppliers and organisations such as Kaibosh and Duck Island, which help them get surplus food that is still perfectly good to use. The organisation depends heavily on volunteers and funding. Eighty percent of their operating costs come from donations and grants, and the rest comes from events and catering. Kaibosh plays a similar role in the system. They collect food that would have been thrown out and redistribute it to communities.

Both organisations keep the food security system going in ways that the government currently does not fully support. Even though they help feed people directly, the government does not provide funding to Everybody Eats. This makes it hard for them to keep operating. Jack, the owner of Everybody Eats, said, "I say to people in the city, come for dinner and pay. If you did pay for your meal, that is literally the best thing you can do." This shows how desperate the organisation is for financial support, because many diners do not pay anything. They serve a three-course dinner with a suggested koha of ten to twenty dollars, but the average amount people give is only around five dollars. Because so few people pay enough to cover costs, only about 30 percent of diners cover their meal. This means Everybody Eats has had to use Thursdays as an event space just to make up the shortfall.

Additionally, the government also has a major role in the food security system. They control the policies and funding that can either support or ignore food rescue groups. Without government support, charities like Everybody Eats and Kaibosh will not be able to operate sustainably and help those who need help, even though these organisations struggle financially while trying to fix problems that come from the wider system. Overall, the food

security system includes people, resources, and rules that work together to deliver food. Right now, the interactions between cost of living, waste, and funding show gaps that charities, like Everybody Eats are trying to fill, but that still need lots of support.

The Social Action

The action supported food security systems by promoting a community-based solution (Everybody Eats) that tackles the issue in a sustainable way. Everybody Eats helps reduce food waste. They use food that supermarkets or organisations would usually throw away, like vegetables that don't look "normal" or perfect. The system that needs support and that we supported is the food security system, which includes all the people, groups, and resources that work together to make sure everyone has enough food and that minimal food is wasted. By choosing an action that helped one of the key charities in the system in our local community, we were directly supporting how the system is meant to work.

We did two things as part of our social action. Firstly, my group and our friends attended a dinner at Everybody Eats. Here, we listened to Jack speak. He talked about where they source their food from, how they tackle and minimise food waste, etc. One of the ways they do this is by using smaller portions for their meals. This means there isn't too much on the plate to be thrown away. By gaining this information and education, this would help shape our future behaviour and also be able to feed this information directly back to our families. Also, we paid for our food. I contributed \$30, which is enough to cover my meal and help someone else in need. This financial contribution is incredibly important for them to be able to keep doing what they are doing. This is a direct way of supporting the system, because funding allows food rescue groups to stay open and keep reducing waste while feeding people.

Also, because we had identified that the government were a key part of the system, our group chose to email MPs to raise awareness and ask for government support for Everybody Eats. We invited them to come and see how Everybody Eats helps people by giving free or low-cost meals made from rescued food. By contacting MPs, I hope they will develop a better understanding of the issue of food insecurity and the importance of charities within the system in terms of being able to offer immediate, on-the-ground support to people who need it. This means our social action also tried to influence the system at the decision-maker level, not just the community level. The outcome we are hoping for is that the government will consider giving more support and funding to organisations like Everybody Eats. We took screenshots of the emails we sent to MPs, and photos were taken when we were at Everybody Eats. Sending emails was a realistic way to act. It showed that we are aware of the struggles many face, and that we want to help. Emailing might have had only a small impact, but we did what we could. I worked in a group of four, and everyone helped add to the emails.

How the action supported the system

Our action supported the food security system by taking practical steps that directly helped Everybody Eats continue their work. By promoting their mission, we supported a charity that is already filling the gaps in the broken food security system. Our action helped them provide food to people who need it, and it also helped with reducing food waste by supporting a place that rescues food that would otherwise be thrown out. This shows a direct impact because our contribution helped the system work better at both ends: feeding people and preventing waste. As I noted earlier, every meal they make costs \$5.00 so a koha of \$30 like I made, helps feed 5 other people. Because my group also donated the same, all together we feed an extra 20 people a meal from just that one sitting. This is a small but real impact, because extra meals and less waste show different parts of the system can work together more effectively. It also shows how community action can support the capacity of food rescue groups inside the system and feed those suffering from food insecurity.

We also supported the system by trying to involve our local politicians. We contacted our MP to raise awareness about the issues around food insecurity and the lack of government funding for organisations like Everybody Eats. Encouraging political leaders to pay attention is important, because the government has a major influence on the food security system. If MPs know more about Everybody Eats, it could lead to changes like funding, policy support or even just more public attention. This means our action tried to shift the system at a policy level, not only at the charity level. Even if the impact is delayed, raising awareness with decision makers can change the rules and resources that shape the whole system.

We received a positive response from Barbara Edmonds' office, and she agreed to meet with us and have dinner at Everybody Eats. Even though this dinner has not happened yet, it still shows that our action has already had an impact. By emailing her and explaining how Everybody Eats works as a social enterprise restaurant, we raised awareness at a political level. We described their all-inclusive environment, their pay-what-you-can koha system and the financial challenges they face because not everyone can pay. We also explained how important it is for the government to support food rescue charities. Even though the outcome is not known yet, there are possible future impacts such as government funding, support with advertising or even more collaboration with the organisation. It also gives the Labour Party a chance to show support for community-based solutions to food insecurity, which MPs often value because it shows they are involved in real issues. If this leads to any support, it would strengthen the system by making food rescue more stable and reliable over time.

Another positive impact is the effect our action had on our wider community, especially our school community. By talking about our project, sharing what we learned and encouraging others to think about food waste and food insecurity, we helped raise awareness among people who may not have known much about these issues. This means our action went further than just helping Everybody Eats directly. It also made more people in our community notice how serious food insecurity is and how organisations like Everybody Eats and Kaibosh help the system. Some people we talked to said they would like to volunteer, donate or visit Everybody Eats themselves, which means our action may create a ripple effect. Raising

awareness is an impact because it helps shift attitudes, and it can lead to more community support in the future, which may lead to more volunteers, donations and more informed choices – which would all improve the resources and support that can be used to reach more people and therefore make more of a difference on the system of food security and in turn help to solve the issue of food insecurity.

Evaluation of Suitability:

Our approach to this issue was appropriate. Emailing MPs and raising awareness about Everybody Eats was a suitable action. By emailing, we might have introduced the government to a restaurant they didn't even know existed. It was a way for us to voice our opinions to major decision-makers in our country. Emailing MPs is such a small action, and I felt like we wouldn't be taken seriously. I'm glad Barbara and her team responded because she is a big part of this social action. I hope that we get something out of this in terms of funding for Everybody Eats.

[Throughout the response the student provided photographs and email artefacts as evidence of their personal involvement in the group social action]

Grade: Excellence

For Excellence, the student needs to evaluate a social action undertaken to support or challenge a system.

In addition to the Merit criteria, this involves evaluating the suitability of the social action in supporting or challenging the system. Evidence must be used to develop the explanation.

The student selected the cost of living crisis as their social issue and used evidence from Stats NZ to show its scale. They explained how increasing housing costs and financial hardship reflect gaps in support systems. The student identified the humanitarian system as a key part of the response, outlining how charities rely on volunteers to provide food for those affected, and described their social action of volunteering at Fair Food. They detailed tasks such as preparing vegetables, washing dishes, and supporting the kitchen team, and included evidence from Fair Food and Instagram posts aimed at raising awareness. These actions were clearly connected to their aim of supporting the charity to provide assistance to those most in need.

The student explained the impacts of their social action by showing how their contribution supported Fair Food's immediate operations and the wider humanitarian system. They described how assisting with food preparation helped the organisation meet daily demand, noting its reliance on volunteers to process rescued food. They linked this to strengthening food security and highlighted how social media promotion encouraged public awareness and community participation. By quantifying engagement, they showed how raising awareness can increase volunteer numbers and improve the charity's capacity to support those experiencing hardship. This consistent use of evidence to develop their explanation aligns with the requirements for Excellence.

The student has evaluated the suitability of the social action in relation to the system by explaining how their volunteering aligned with the humanitarian system's needs and the cost of living crisis. They justified the action as suitable because Fair Food depends on volunteers, and their contribution directly supported the organisation's ability to work effectively within the system. They also evaluated the effectiveness of social media, arguing that sharing their experience was a quick way to spread awareness and demonstrate how volunteering addresses the issue. The student reflected on limitations, acknowledging that committing more hours would have enhanced suitability, given Fair Food's reliance on regular volunteers such as 'Super Sorters.' They further identified that increasing the reach and frequency of promotion would strengthen suitability by amplifying awareness and potentially boosting community participation.

Issue and System

The cost-of-living crisis is a major issue at the moment, not just in New Zealand but around the world. It refers to the rising prices of essential goods and services increasing faster than salaries. Wages are simply not keeping up with the rapid inflation of everyday necessities. Because of this, many people cannot afford basic needs such as food, shelter and medical care, leaving them struggling to survive or even living on the streets. The cost-of-living crisis has always been a social issue, but in New Zealand it escalated in mid 2021 when prices began rising faster than usual. This left many moderate and low-income households unable to keep up. According to Stats NZ, around one quarter of New Zealanders find it difficult to manage financially. When people cannot make ends meet, this can lead to poverty and homelessness. Most of the poverty experienced is not absolute poverty, but many living standards are still very poor. Even low-spending households have faced a 6 percent increase in housing costs, and property rates have risen by around 12.2 percent. Although housing and product prices continue to rise, disposable income and wages are not increasing at the same pace. As a result, many people are being pushed into homelessness. Stats NZ estimated that around 112,496 people were homeless in 2023, and this number continues to grow each day. As a community, we should be working together to provide support for those who are struggling. Building strong community resilience is an important part of helping people through the crisis.

A system connected to this issue is the humanitarian system. This system is made up of non-government organisations and charities that work together to ensure that everyone's basic survival needs are met. They provide food, shelter and support during emergencies, offering assistance wherever it is needed. Many of these organisations rely heavily on volunteers to carry out their work. They offer temporary relief to people who are struggling, making sure their essential needs are met and protecting human rights. Humanitarian organisations also play a key role in educating the public. They create programmes and campaigns that raise awareness about issues affecting communities. The more informed people are, the more resilient communities become, and the more likely people are to help others. Education can inspire people to make a difference, and the more people who choose to act, the greater the impact will be.

The humanitarian system addresses the cost-of-living crisis by delivering emergency services and support to those who need it most. They focus on families and individuals who are struggling, providing temporary shelter, food and other basic necessities.. Their dedication and the amount of support they provide is inspiring. These organisations regularly advocate for social justice and human rights. They work to ensure that everyone receives fair treatment and equal access to support.

Social Action

For my social action I wanted to support the humanitarian system as a direct way to help

people experiencing the cost of living crisis and poverty, so I chose to volunteer at Fair Food, a charity that rescues food from supermarkets like Woolworths and Farro to reduce waste and provide healthy meals to those in need. Fair Food has already saved over 608,693kg of food from landfills and shared 1,739,123 meals, and their 2024 report shows they reduced 1613 tons of carbon dioxide and operate at 99.7 percent waste free, which I found inspiring and motivating. I researched their work and documented my journey on Instagram to raise awareness of food insecurity in Auckland and educate my friends about how many people are affected. When I volunteered on 30 May 2025, I spent three hours doing tasks such as cutting vegetables, washing and drying dishes, taking labels off jars and feeding the pigs, doing whatever I could to support this volunteer dependent organisation. By contributing to the preparation of healthy meals, I aimed to directly respond to the cost of living crisis, lessen its impact on the community and help reduce the approximately 11,000 deaths per year linked to poor nutrition. I believe I achieved my aims of both aiding Fair Food and helping provide food for people who are struggling.

How the action supported the system

The main impact of my social action was supporting food security by providing both immediate relief and contributing to long-term wellbeing. When I volunteered in the conscious kitchen at Fair Food, I helped make sure people in need could receive meals. Fair Food prepares around 2,365 kilos of food every day, which shows just how much food needs to be cooked and sorted daily for the community. This temporarily relieved the stress people might feel from not knowing where their next meal would come from. It also supported Fair Food itself, because without volunteers the small team would struggle to prepare and deliver all the meals needed. Fair Food shares food with 70 different community partners, so volunteers help keep this whole process running efficiently. By helping to cook food, I contributed to a smoother and more efficient process, ensuring people received meals that met their basic human needs. With about 14.9 percent of children living in food-insecure households, according to Stats NZ, providing even temporary relief helps reduce stress, hunger and the unhealthy coping habits that can come from not having enough food. Although I only volunteered for one session, I still helped support families and the organisation during that time. My contribution links to strengthening food security in the long term because supplying nutritious meals does more than just fill an immediate gap. It reduces hunger and the risks of food-related illnesses, which affect thousands every year. It also helps build trust and support within the community. When people know there is help available, they may feel safer reaching out instead of trying to cope alone.

To support my social action even further, I also promoted it on my social media account (Instagram), where I have around 521 followers. By sharing my experience volunteering at Fair Food, people could directly see how easy it was to sign up, what the work involved, and why it matters. I also posted facts about how serious the cost-of-living crisis and food insecurity are, along with the positive impact that volunteering has on families. I had over 200 people view each of these stories, which was a quick way to spread the messaging, and this will have raised awareness and encouraged more people to consider volunteering

themselves. This is important because Fair Food relies heavily on volunteers to keep up with demand, especially since they rescue food from around 30 supermarkets every day and need volunteers to help process it all. The more volunteers they have, the more people they can reach, which strengthens food security and supports the humanitarian system overall.

Evaluating Suitability:

Yes, I think my social action met its intended purpose of raising awareness and addressing the cost-of-living crisis. The volunteer part of the humanitarian system can only work if individuals donate their time to charities, like Fair Food and this is what I did. I also made sure I had a good understanding of the contribution that they made as a charity, and as it rescues food and food scraps from going to landfill, making the charity 99.7% waste free. I helped the humanitarian system feed people and made sure that everything was done with absolute care and equality so that everyone would be getting the same amount of food and the same quality I also made sure that my time helped a charity that also helps to solve food wastage. Promoting my actions on social media was also suitable and appropriate as it helped to widen the impact. This is because I wouldn't just be able to speak to over 200 people to tell them about what I was doing and the importance of volunteering to help address the issue. This was a quick and easy way that I was able to spread the message.

However, what would have improved my social action and made a more suitable in terms of supporting the system would have been if I decided to volunteer for more hours. This would have made more of an impact on the system and issue, helping out more people and relieving more stress on the charity. Being only one person, the hours I committed are very small in the scheme of how many hours they need to operate (last year they had over 19,400 hours volunteered) and therefore it may have been more suitable if I made a regular commitment to volunteering, as this would support the charity in their planning, rather than having to rely on people like me to just come in for a short while. In Fair Food these people are called "Super Sorters" and they are important, because they help train up people like me, who haven't done it before. Similarly, finding alternative ways to raise awareness to the cause and increasing the amount of posting and trying to increase my social media reach would also have increased the number of people who have awareness of Fair Food and therefore also improved the numbers who volunteer.

[Throughout the response, the student provided evidence of undertaking the social action through photographs and example posts from social media].