OCR
Oxford Cambridge and RSA

Cambridge **TECHNICALS LEVEL 3**

DIGITAL MEDIA

Cambridge TECHNICALS

**Combined feedback on the January 2017 Exam Paper
(Including selected exemplar candidate answers and commentary)**

Unit 6 – Social media and globalisation

Version 1

CONTENTS

INTRODUCTION

This resource brings together the questions from the January 2017 examined unit 6 and the marking guidance into one place for easy reference.

We have also included exemplar candidate answers with commentary for question 5.

The question paper and mark scheme are available from Interchange.

Question 1

SECTION A

Answer **all** the questions.

1 **(a)** Identify **one** benefit of accessing social media channels via an app.

... *Apps can be accessed from a variety of portable devices (1 mark)* ....

[1]

Alternative responses:
- *Users can regularly upload and edit content (1 mark)*
- *Users can get notification of updates to their social media channels (1 mark)*

(b) Identify **two** purposes of social media products for media audiences.

1. ... *To communicate with friends (1 mark)* ....

2.   ... *To upload their own content (1 mark)* ....

[2]

Alternative responses:
- *To contribute to discussions (1 mark)*
- *To access content from media producers (1 mark)*

(c) Explain how **two** functions of social media products have changed traditional distribution and consumption of media content.

1.   ... *Users can consume content such as film, TV and radio when they want by streaming............*
... *and downloading (1 mark) instead of working around an advertised schedule (1 mark)...............*

2.   ... *Users can interact with media content (1 mark) by regularly communicating their................*
... *opinions and ideas (e.g. social TV and Twitter, news and blogs (1 mark)....................................*

[4]

Mark scheme guidance

1a)
Candidates may use examples such as Facebook and Twitter to explain why apps are beneficial.
Any other reasonable response which identifies a valid benefit of app technology should be credited.

1b)
Candidates' answers will demonstrate understanding about why audiences use social media products. They may reference different social media products as part of their answers.

1c)
Candidates' answers may reference a wider range of media products than those outlined, (e.g. online reviews and video games) so flexibility and professional judgement should be used.

Examiner comments

1c) Whilst this was answered successfully by some candidates, it seemed that some candidates were not aware of the differences in content between different newspapers and therefore not able to think about how content links to demographic data. It is recommended that centres teach across different media sectors exploring the differences in content in relation to target audiences.

Question 2

> **2 (a)** Explain **three** ways that social media products might be advantageous for amateur media producers.
>
> 1. *... Allows for collaboration with people to generate ideas about new project (1 mark) through. ... group forums and group chat and message facilities (1 mark)*...
> 2. *... Allows users to generate funding (crowdfunding) (1 mark) via online technologies*................ *... such as Kickstarter with examples of similar, successful projects (1 mark)*............................
> 3. *... Allows for the recruitment of personnel to a project or idea (crowdsourcing) (1 mark)*............ *... through viral advertisements and sharing of links (1 mark)*...
>
> **[6]**
>
> **(b)** Identify **two** potential problems that public figures may face when using social media products.
>
> 1. *... Negative publicity/reviews from audiences about the release of a product (1 mark)* ....
> ....
> 2. *... Viral parody trending (1 mark)* ....
> ....
>
> **[2]**
>
> **Alternative responses:**
> * **Threats, bullying trolling, cyber-stalking (1 mark).**

Mark scheme guidance

2a)

Two marks for each suitable explanation with expansion (maximum 6 marks).

Answers will encompass learning in LO2 and LO3 (connectivity, sharing of ideas, generating funding, crowd sourcing). Use of media theory (Long Tail, Wikinomics) may be discussed as part of answer.

2b)

Candidates may reference a specific product, producer or public figure (e.g. Stephen Fry, Justin Bieber, and Kim Kardashian) as part of their answer.

Candidates may have also discussed use of intellectual property without permission.

Do not accept hacking as an answer as this is not specific to public figures.

Question 3

(a) Explain **two** reasons why the concept of globalisation is related to the use of social media products.

1 ... *Social media products allow for instant distribution (1 mark) and can therefore reach*............
.. *audiences all over the world who have access to technology, as if they are in a 'global*...............
.. *village' (1 mark)*..

2 ... *Mainstream ideas, mass media products and large brands can be advertised globally more*....
.. *easily (1 mark) owing to the way in which social media products can distribute video and*............
.. *graphics instantly (1 mark)*..

[4]

(b) Identify **one** advantage of globalisation for media producers with reference to the increased use of social media.

.. *One mark from e.g. Access to large audiences (1 mark)* ....
or
.. *Free marketing as audiences share content (1 mark)*..

[1]

Mark scheme guidance

3a)

Two marks for each suitable explanation with expansion (maximum 4 marks).

Owing to the concept of globalisation being quite theoretical, candidates may reference ideas by McLuhan (global village) and credit should be given for this. Candidates may also be taught linked concepts such as cultural imperialism, so credit should be given for explanations that include mass communication of mainstream products.

3b)

Candidates may reference specific social media channels as part of their answer.

Question 4

4   Identify **two** reasons why users should regulate the content they upload when using social media products.

1.   ... *The content may be considered to be of an embarrassing or inappropriate nature (1 mark)*...............

....

2.   ... *The content may be deemed to be of an offensive nature to others (1 mark)*..

....

[2]

Mark scheme guidance

Candidates may also reference ideas such as e-safety or use of social media in the workplace as part of their answer.

Candidates may reference media professionals as a 'user'.

Question 5

Mark scheme guidance

Level 3: 6 – 8 marks

There will be a thorough comparison of how two social media tools can be used for two outlined purposes. Use of examples is wholly appropriate.

Level 2: 3 – 5 marks

There will be a sound comparison of how two social media tools can be used for two outlined purposes. Use of examples is appropriate.

Level 1: 1 – 2 marks

There will be a limited comparison of how two social media tools can be used for two outlined purposes. Use of examples is sometimes appropriate.

If a candidate only discusses one social media tool marks are capped to four.

Exemplar candidate work

Question 5 – low level answer

> 5 Compare how **two** social media channels can be used for different purposes. Use examples to support your answer. [8]
>
> Facebook is used to Connect, add People and Play games Its Mainly People Sharing awareness on Here.
>
> Snapchat is used to put Storys up also Send snaps. videos. you can also chat with People and Save Conasahons.
>
> Snapchat you can also add New people - talk to them.
>
> 2   7

Commentary

This is a low level answer because, whilst the candidate has identified two different social media channels, there is no comparison of how they can be used for different purposes. Therefore, the candidate did not meet the demands of the question.

For a medium level answer the candidate would have needed to give at least one comparison to demonstrate they understand the question and different uses of social media channels. They could also give examples of how media institutions may have used the social media channels to market real media texts.

Question 5 – medium level answer

5 Compare how **two** social media channels can be used for different purposes. Use examples to support your answer.

[8]

Youtube is a social media channel that allows its user to upload video content on it site to show with consumers. It also allow media producers and companies to upload promotional content to expand their fanbase. An example is marvel uploading a 30 second teaser trailer to youtube to generate interest in their fanbase and help spread it to other social media sites. Its also a popular site for music videos, so artists can expose their product to a wider audience.

Snapchat is a social media site based more around the general consumer where people can communicate with friend using picture/snaps that dissapear after a few second. It also could be a way for celebrities to connect with their fans on a more personal level. An example is a popular singer such as shawn mendes sharing snaps on his family or personal life in a way to stay connected with his users

(4)

Commentary

This is a medium level answer because the candidate has correctly identified two different social media channels and given examples of what both are used for. The candidate has also provided an example of how real media institutions/artists (e.g. Marvel, Shaun Mendes) use the social media channels for promotion.

For a high level answer the candidate would have needed to meet the full demands of the question and make it explicit in comparing how the channels can be used for different purposes.

Question 5 – high level answer

5 Compare how **two** social media channels can be used for different purposes. Use examples to support your answer.

[8]

SoundCloud is a social media Channel which allows you to Stream music posted by other User and also post your own. This Can keep Young up and Coming Musicians gain more exposure and Make a name for themselves.

Whereas Twitter allows user to Tweet Videos with Hashtags which allows user to See what people are Saying about it. This also allows Photos to be Shared online which Can help a Company Share a Poster. Parties and individuals Can also Make announcements using the like Character tweets Such as a release date

Commentary

This is a high level answer because the candidate has correctly identified two different social media channels and given examples of what both are used for and compared the two (e.g. use of word 'whereas' when discussing Soundcloud and Twitter). They have therefore met the demands of the question. The candidate has also provided an in depth discussion about how the functions of the channels (e.g. hash tags and the benefits of these for media institutions).

For full marks the candidate could also give an example of how real media institutions use the social media channels for promotion (e.g. referencing an institution and a product).

Question 6

SECTION B

Gizmo Games is an independent gaming company based in England. They are launching their new zombie app game, 'Big Freeze', in December 2017, in time for the Christmas market. The app is aimed at smartphone gamers aged 12-25 and will be available across a range of devices and operating systems. One of the main strengths of the game is that it has an easily recognisable main character called Gizme. Gizme resembles a polar bear which has special powers that include creating and melting ice. At the moment there are ten levels of difficulty, during which Gizme takes part in a number of winter sports including ice hockey and speed skating. Due to these sports being included sports drinks companies have expressed an interest in sponsoring the app.

6 *   Develop a social media campaign for the launch of the app game 'Big Freeze'.

In your campaign you must include the following aspects:

- online tools used by the marketing team to plan the project
- social media channels used by the marketing team to reach audiences
- content plans for the campaign
- key milestones in the campaign and review dates.

[30]

> *The response will discuss:*
> - *Online planning tools*
> - *Social media channel used to reach the audience*
> - *Content plans*
> - *Key milestones.*
>
> *For a Level 5 answer the ideas will be justified with reference to the case study campaign goals and target audience requirements.*
>
> *(There is an element of synoptic knowledge in this question linked to Unit 2 – LO4 be able to create and evaluate pre-production documents for a new media product)*

Mark scheme guidance

Level 5: 25 – 30 marks

Campaign plans will include an **excellent** understanding of online planning tools used to reach audiences against the campaign goals and target audience requirements. There is a **comprehensive** discussion of channels used to reach the audience. Content plans for the campaign are **wholly appropriate** and **justified**. Milestones have been fully considered. Sentences and paragraphs, consistently relevant, have been well structured, using appropriate technical terminology. There may be few, if any, errors of spelling, punctuation and grammar.

Level 4: 19 – 24 marks

Campaign plans will include a **good** understanding of online planning tools, and/or social media channels used to reach audiences against the campaign and target audience requirements. There is a **considered** discussion of channels used to reach the audience. Content plans for the campaign are **appropriate** and **sometimes justified**. Milestones have been **considered**. There will be some errors of spelling, punctuation and grammar but these are unlikely to be intrusive or obscure meaning.

Level 3: 13 – 18 marks

Campaign plans will include a **sound** understanding of online planning tools, used to reach audiences against the campaign and target audience requirements. There is a **reasonable** discussion of channels used to reach the audience. Content plans for the campaign are **mostly appropriate**. Milestones are **sometimes considered**.

Level 2: 7 – 12 marks

Campaign plans will include a **basic** understanding of online planning tool and/or social media channels used to reach audiences against the campaign and target audience requirements. There is **some** discussion of channels used to reach the audience. Content plans for the campaign are **appropriate**. **Basic consideration** of milestones is demonstrated.

Level 1: 1 – 6 marks

Campaign plans will include a **limited** understanding of online planning tools, social media channels used to reach audiences against the campaign and target audience requirements. There is a **limited** discussion of channels used to reach the audience. Content plans for the campaign are **sometimes appropriate. Limited or no consideration** is given to milestones.

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