



## **Cambridge Technicals**

### **Digital Media**

Unit 6: Social media and globalisation

Level 3 Cambridge Technical Certificate/Diploma in Digital Media  
**05843 - 05875**

### **Mark Scheme for January 2017**

OCR (Oxford Cambridge and RSA) is a leading UK awarding body, providing a wide range of qualifications to meet the needs of candidates of all ages and abilities. OCR qualifications include AS/A Levels, Diplomas, GCSEs, Cambridge Nationals, Cambridge Technicals, Functional Skills, Key Skills, Entry Level qualifications, NVQs and vocational qualifications in areas such as IT, business, languages, teaching/training, administration and secretarial skills.

It is also responsible for developing new specifications to meet national requirements and the needs of students and teachers. OCR is a not-for-profit organisation; any surplus made is invested back into the establishment to help towards the development of qualifications and support, which keep pace with the changing needs of today's society.

This mark scheme is published as an aid to teachers and students, to indicate the requirements of the examination. It shows the basis on which marks were awarded by examiners. It does not indicate the details of the discussions which took place at an examiners' meeting before marking commenced.

All examiners are instructed that alternative correct answers and unexpected approaches in candidates' scripts must be given marks that fairly reflect the relevant knowledge and skills demonstrated.

Mark schemes should be read in conjunction with the published question papers and the report on the examination.

OCR will not enter into any discussion or correspondence in connection with this mark scheme.

© OCR 2017

Question		Answer	Mark	Guidance
<b>Section A</b>				
1	(a)	<p>One mark from e.g.</p> <ul style="list-style-type: none"> <li>• Apps can be accessed from a variety of portable devices (1)</li> <li>• Users can regularly upload and edit content (1)</li> <li>• Users can get notification of updates to their social media channels (1).</li> </ul>	1	<p>Candidates may use examples such as Facebook and Twitter to explain why apps are beneficial.</p> <p>Any other reasonable response which identifies a valid benefit of app technology should be credited</p>
	(b)	<p>Two marks from e.g.</p> <ul style="list-style-type: none"> <li>• To communicate with friends (1)</li> <li>• To upload their own content (1)</li> <li>• To contribute to discussions (1)</li> <li>• To access content from media producers (1)</li> </ul>	2	<p>Candidates' answers will demonstrate understanding about why audiences use social media products. They may reference different social media products as part of their answers.</p>
	(c)	<p>Two marks for each suitable explanation with expansion. (Max four). e.g.</p> <ul style="list-style-type: none"> <li>• Users can consume content such as film, TV and radio when they want by streaming and downloading (1) instead of working around an advertised schedule (1)</li> <li>• Users can interact with media content (1) by regularly communicating their opinions and ideas (e.g. social TV and Twitter, news and blogs) (1)</li> </ul>	4	<p>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.</p>

Question		Answer	Mark	Guidance
<b>Section A</b>				
2	(a)	<p>Two marks for each suitable explanation with expansion. (Max six) e.g.</p> <ul style="list-style-type: none"> <li>• Allows for collaboration with people to generate ideas about new project (1) through group forums and group chat and message facilities (1)</li> <li>• Allows users to generate funding (crowdfunding) (1) via online technologies such as Kickstarter with examples of similar, successful projects (1)</li> <li>• Allows for the recruitment of personnel to a project or idea (crowdsourcing) (1) through viral advertisements and sharing of links (1).</li> </ul>	6	<p>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.</p>
	(b)	<p>Two marks from e.g.</p> <ul style="list-style-type: none"> <li>• Negative publicity/reviews from audiences about the release of a product (1)</li> <li>• Viral parody trending (1)</li> <li>• Threats, bullying, trolling, cyber-stalking (1)</li> </ul>	2	<p>Candidates may reference a specific product, producer or public figure (e.g. Stephen Fry, Justin Bieber, Kim Kardashian) as part of their answer.</p> <p>Candidates may have also discussed use of intellectual property without permission.</p> <p>Do not accept hacking as an answer as this is not specific to public figures.</p>
3	(a)	<p>Two marks for each suitable explanation with expansion. (Max four). e.g.</p> <ul style="list-style-type: none"> <li>• Social media products allow for instant distribution (1) and can therefore reach audiences all over the world who have access to technology, as if they are in a 'global village' (1)</li> <li>• Mainstream ideas, mass media products and large brands can be advertised globally more easily (1) owing to the way in which social media products can distribute video and graphics instantly (1)</li> </ul>	4	<p>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.</p>

Question		Answer	Mark	Guidance
<b>Section A</b>				
	<b>(b)</b>	One mark from e.g. <ul style="list-style-type: none"> <li>• Access to large audiences (1)</li> <li>• Free marketing as audiences share content (1)</li> </ul>	1	Candidates may reference specific social media channels as part of their answer.
<b>4</b>		Two marks from e.g. <ul style="list-style-type: none"> <li>• The content may be considered to be of an embarrassing or inappropriate nature (1)</li> <li>• The content may be deemed to be of an offensive nature to others (1)</li> </ul>	2	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	Answer	Mark	Guidance
<b>Section A</b>			
5	<p>Comparison of how <b>two</b> social media tools can be used for different purposes: these will include YouTube, Twitter, Pinterest, Facebook, Instagram, Flickr, Blogger, Tumblr, LinkedIn.</p> <p><b>Level 3 - 6-8 marks</b> There will be a <b>thorough</b> comparison of how two social media tools can be used for two outlined purposes. Use of examples are <b>wholly appropriate</b>.</p> <p><b>Level 2 – 3-5 marks</b> There will be a <b>sound</b> comparison of how two social media tools can be used for two outlined purposes. Use of examples are <b>appropriate</b>.</p> <p><b>Level 1 - 1-2 marks</b> There will be a <b>limited</b> comparison of how two social media tools can be used for two outlined purposes. Use of examples are <b>sometimes appropriate</b>.</p> <p><b>0 marks</b> – response not worthy of any credit.</p> <p>If a candidate only discusses one social media tool marks are capped to <b>four</b>.</p>	8	<p>As part of this answer candidates are likely to discuss purposes such as: viral marketing,</p> <ul style="list-style-type: none"> <li>• uploading of content,</li> <li>• trending,</li> <li>• following and sharing,</li> <li>• instant updates,</li> <li>• teaser advertising,</li> <li>• gaining audience feedback.</li> </ul> <p>You tube (e.g. how Youtube would be used by the film industry as a marketing tools, its capabilities as an audio visual means of promoting through trailers, Teaser trailers, interviews and behind the scenes, audience ratings and feedback comments) Instagram (e.g. how Instagram feeds are used by artists/general companies to engage with their audiences, to update or release of new products, keeping products relevance, instant and constant promoting, on-going identification etc.)</p>

Section B			
6*		<p><b>Level 5 - 25-30 marks</b>            Campaign plans will include an <b>excellent</b> understanding of online planning tools used to reach audiences against the campaign goals and target audience requirements. There is a <b>comprehensive</b> discussion of channels used to reach the audience. Content plans for the campaign are <b>wholly appropriate</b> and <b>justified</b>. Milestones have been <b>fully considered</b>. 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.</p> <p><b>Level 4 - 19-24 marks</b>            Campaign plans will include a <b>good</b> understanding of online planning tools, and/or social media channels used to reach audiences against the campaign and target audience requirements. There is a <b>considered</b> discussion of channels used to reach the audience. Content plans for the campaign are <b>appropriate</b> and <b>sometimes justified</b>. Milestones have been <b>considered</b>. There will be some errors of spelling, punctuation and grammar but these are unlikely to be intrusive or obscure meaning.</p> <p><b>Level 3 - 13-18 marks</b>            Campaign plans will include a <b>sound</b> understanding of online planning tools, used to reach audiences against the campaign and target audience requirements. There is a <b>reasonable</b> discussion of channels used to reach the audience. Content plans for the campaign are <b>mostly appropriate</b>. Milestones are <b>sometimes considered</b>.</p>	<p>30</p> <p>The response will discuss:</p> <ul style="list-style-type: none"> <li>• Online planning tools</li> <li>• Social media channel used to reach the audience</li> <li>• Content plans</li> <li>• Key milestones</li> </ul> <p>For a Level 5 answer the ideas will be justified with reference to the case study campaign goals and target audience requirements.</p> <p>(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)</p>

Section B				
		<p><b>Level 2 - 7-12 marks</b>            Campaign plans will include a <b>basic</b> understanding of online planning tool and/or social media channels used to reach audiences against the campaign and target audience requirements. There is <b>some</b> discussion of channels used to reach the audience. Content plans for the campaign are <b>appropriate</b>. <b>Basic consideration</b> of milestones is demonstrated.</p> <p><b>Level 1 - 1-6 marks</b>            Campaign plans will include a <b>limited</b> understanding of online planning tools, social media channels used to reach audiences against the campaign and target audience requirements. There is a <b>limited</b> discussion of channels used to reach the audience. Content plans for the campaign are <b>sometimes appropriate</b>. <b>Limited or no consideration</b> is given to milestones.</p> <p><b>0 marks</b> – response not worthy of any credit.</p>		

**OCR (Oxford Cambridge and RSA Examinations)**  
1 Hills Road  
Cambridge  
CB1 2EU

**OCR Customer Contact Centre**

**Education and Learning**

Telephone: 01223 553998

Facsimile: 01223 552627

Email: [general.qualifications@ocr.org.uk](mailto:general.qualifications@ocr.org.uk)

[www.ocr.org.uk](http://www.ocr.org.uk)

For staff training purposes and as part of our quality assurance programme your call may be recorded or monitored

**Oxford Cambridge and RSA Examinations**  
is a Company Limited by Guarantee  
Registered in England  
Registered Office; 1 Hills Road, Cambridge, CB1 2EU  
Registered Company Number: 3484466  
OCR is an exempt Charity

**OCR (Oxford Cambridge and RSA Examinations)**  
Head office  
Telephone: 01223 552552  
Facsimile: 01223 552553

© OCR 2017

