



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 2018

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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.

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Annotations

Annotation	Meaning of annotation
Tick	Tick
Double Tick	Excellent point
Cross	Cross
?	Unclear
^	Omission mark
T	Terminology/Theory
EG	Use of examples
A	Explanation, analysis, argument
Vertical wavy line	Not relevant to specific question
R	Rubric
Diagonal line/line through	Blank page

Question		Answer	Mark	Guidance
Section A				
1	(a)	<p>THREE marks from the following possible problems when using Twitter to market a product:</p> <p>e.g.</p> <ul style="list-style-type: none"> • Proliferation of traffic so messages may get lost (1) • Not enough characters to explain about the product (1) • Potential for negative reviews by audiences (1) 	3	
1	(b)	<p>ONE mark for the way in which social media has changed music distribution, TWO marks for expansion: Max three marks.</p> <p>e.g.</p> <ul style="list-style-type: none"> • Music is now uploaded to a VoD site such as YouTube so music videos are instantly shared (1) the link can be copied and pasted into Facebook or Twitter (1) followers or addressees can be tagged in (1) • Collaboration services such as Soundcloud allow artists to work together (1) so prosumers can connect globally and share music (1) without being part of a record label (1) 	3	<p>Credit should be awarded for the range of ways VoD and audio streaming services have changed music distribution.</p> <p>Do not accept Spotify as this is a streaming service.</p>
1	(c)	<p>ONE mark for each the way-social media can be linked to the change between digital and traditional global distribution of media products and ONE mark for the expansion. Max four marks.</p> <p>e.g.</p> <ul style="list-style-type: none"> • Social media can be linked to the access and sale of niche products through viral marketing (1) because social media sites such as Facebook can promote the material of niche and underground artists to a specific fan base as opposed to a mass audience. (1). 	4	<p>Awareness of Chris Anderson's Long Tail theory should be credited if mentioned as part of how social media can promote niche products.</p> <p>At Standardisation – look to expand the mark scheme for this question to take in comparison between digital and traditional. LA 31/08/17 (comment from Assessment Tester)</p>

Question		Answer	Mark	Guidance
2	(a)	<p>ONE mark from:</p> <p>e.g.</p> <ul style="list-style-type: none"> • Social media services such as Linked In allow professionals to connect with one another (1) • Professionals can post messages for collaboration across Twitter and Facebook asking for services and help (1) 	1	Candidates should reference examples of services to gain all marks.
2	(b)	<p>TWO marks for each advantage of using social media when brainstorming a project globally and suitable expansion. Max four marks:</p> <p>e.g.</p> <ul style="list-style-type: none"> • Ideas and designs can be sent instantly to gain feedback by methods such as Cloud 9 (1) meaning that the process is both secure and fast (1) • Social media channels such as Facebook or technologies like Skype or Facetime feature a live chat capability so members of global companies can interact and see each other (1) so presentations can be delivered remotely (1) 	4	Candidates may reference use of social media for crowd funding. Independent producers work on a limited budgets so professional judgement should be used based on the way social media can be used as part of the full production process (e.g. use for planning projects etc.)

Question		Answer	Mark	Guidance
3		<p>TWO marks each for answers that explain why legislation has an impact on the content of social media marketing, with expansion</p> <p>e.g.</p> <ul style="list-style-type: none"> • Acts of legislation, such as the Data Protection Act, mean that information put on a professional networking site by third parties needs to be checked for accuracy (1) so that information is not misleading to a consumer (1) • Guidelines of acts of legislation such as the DPA, mean that an individual's personal information/address cannot be distributed (1) which means that all social media posts need to be checked against trolling or leaked information (1) 	4	Must mention one act of legislation e.g Data Protection, Hate Speech
4	(a)	<p>The way 'media effects debate' relates to use of social media: TWO marks from:</p> <ul style="list-style-type: none"> • Moral panic of social media having a negative impact on body image and mental health (1) • Bullying and trolling negatively impact on teenagers (1) • Allows continued exposure to celebrity culture (1) 	2	Candidates may reference specific social media channels and case studies (e.g. teen girls and body image).
4	(b)	<p>THEE marks from:</p> <p>e.g.</p> <ul style="list-style-type: none"> • Staff saying negative comments about their workplace is likely to be breach of contract (1) • Lack of attention to workplace duties (1) • Staff usage can be tracked online (1) • Personal comments / jokes may cause offence or be 'un PC' leading to potential damage to workplace reputation (1) 	3	

Question	Answer	Mark	Guidance
5	<p>Comparison of how two social media channels can be used to differently promote a digital animation company.</p> <p>Level 3 - 5-6 marks There will be a thorough comparison of how two social media channels can be used to promote a digital animation company. Use of examples are wholly appropriate.</p> <p>Level 2 – 3-4 marks There will be a sound comparison of how two social media channels can be used to promote a digital animation company. Use of examples are appropriate.</p> <p>Level 1 - 1-2 marks There will be a limited comparison of how two social media channels can be used to promote a digital animation company. Use of examples are sometimes appropriate.</p> <p>0 marks – response not worthy of any credit. If a candidate only discusses one social media channel then marks are capped to four.</p>	6	<p>As part of this answer candidates are likely to discuss a range of social media channels:</p> <ul style="list-style-type: none"> • VoD such as Youtube to showcase the animation, • Twitter to gain updates about new commissions and production practices • Facebook to launch competitions, • Instagram, to display adverts/posters for new animations, <p>The emphasis is on the understanding of a social media channel benefits the marketing process.</p> <p>The answer must refer to the promotion of a digital animation company to get Level 2.</p>

Question	Answer	Mark	Guidance
Section B			
6*	<p>Level 5 - 25-30 marks Campaign plans will include an excellent understanding of suitable campaign activities and content. There is a comprehensive discussion of marketing channels used to reach the audience. Legal and ethical issues discussed wholly appropriate and justified. 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>Level 4 - 19-24 marks Campaign plans will include a good understanding of suitable campaign activities and content. There is a considered discussion of marketing channels used to reach the audience. Legal and ethical issues discussed are appropriate and sometimes justified. There will be some errors of spelling, punctuation and grammar but these are unlikely to be intrusive or obscure meaning.</p> <p>Level 3 - 13-18 marks Campaign plans will include a sound understanding of suitable campaign activities and content. There is a reasonable discussion of marketing channels used to reach the audience. Legal and ethical issues discussed are mostly appropriate but there is limited justification.</p> <p>Level 2 - 7-12 marks Campaign plans will include a basic understanding of suitable activities and campaign content. There is some discussion of marketing channels used to reach the audience. Legal and ethical issues discussed are appropriate.</p>	30	<p>The response will discuss:</p> <ul style="list-style-type: none"> • Key activities to include launch of programme teasers via Facebook and Twitter and more traditional marketing methods such as radio ads. • Content to include interviews with the station presenters or bands/artists which is viral on social media with famous band members from 'The Racers' to attract the audience. • Content could also feature interviews with local people and a forum / market research findings to be disseminated as a build up to watch the station. • Social media and online distribution channels used to reach the audience e.g. How Twitter would be used in terms of updating progress of launching. How Facebook would be used in terms of setting up a page, introducing presenters, competitions, road programmes. How Instagram might be used in terms of promoting programmes, advertisers /sponsor content. • Key legal and ethical e.g. Content meets Data Protection Act / IPSO guidelines Model release / permission forms for all participants involved in marketing. Representation of a range of community and audience members. <p>For a Level 5 answer the ideas will be justified with reference to the case study campaign goals and target audience requirements.</p>

Question			Answer	Mark	Guidance
			<p>Level 1 - 1-6 marks Campaign plans will include a limited understanding of suitable activities and content There is a limited discussion of marketing channels used to reach the audience. Legal and ethical issues discussed are sometimes appropriate.</p> <p>0 marks – response not worthy of any credit.</p>		<p>(There are elements of synoptic knowledge in this question linked to Unit 1 – LO1 and Unit 2 – LO4)</p> <p>Credit should be given for:</p> <ul style="list-style-type: none"> - use of correct names of online tools - social media aggregation tools - correct regulators for content - Inspiration for ideas for the content of the campaign from real media products

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

www.ocr.org.uk

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