



Cambridge Technicals Digital Media

Unit 6: Social Media and Globalisation

Level 3 Cambridge Technical in Digital Media
05843 – 05846

Mark Scheme for June 2018

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 2018

Annotations

Annotation	Meaning of annotation
Tick	Tick
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 benefits when using a business networking app:</p> <p>e.g.</p> <ul style="list-style-type: none"> • Connection with other professionals in the same sector (1) • The ability to search for a job in the sector you want (1) • Testimony reviews by colleagues and professionals you have worked with (1) 	3	
1	(b)	<p>ONE mark for the way a microblogging app benefits prosumers, ONE mark for example: Max four marks.</p> <p>e.g.</p> <ul style="list-style-type: none"> • Twitter is beneficial because links to video work can be shared quickly (1) such as when Steel City Media launched their new Peaty biking series via Twitter (1) • Companies and brands can be tagged in on Twitter in a post (1) such as when Calvin Harris, Pharrell and Katy Perry collaborated on the 'Feels' song, each artist tagged the other to promote the track (1) 	4	Answer must feature specific examples. If there are no example then marks are capped to two.

Question		Answer	Mark	Guidance
1	(c)	<p>TWO marks for the difference between the way a micro blogging app and a photo sharing app work and ONE mark for the example of a specific app. Max three marks. e.g.</p> <ul style="list-style-type: none"> A micro blogging app and a photo sharing app are different because a microblogging app can be a place to voice opinions and thoughts (1) but a photo sharing app is a place to upload photographs and videos of activities and places (1) such as the release of Guardians of the Galaxy 2 being announced on Facebook, but on Instagram there were behind the scene footage uploaded by Chris Pratt (1). 	3	Have to name apps for third mark – must name an app to get full marks.
2	(a)	<p>TWO marks for the difference between Crowdfunding and Crowdsourcing and ONE mark for the expansion / example Max three marks. e.g.</p> <ul style="list-style-type: none"> Crowdfunding and Crowdsourcing are different because crowdfunding is when you ask people online to invest financially to fund your project (1) whereas crowdsourcing is when you ask for ideas, personnel or resources for your production (1). CoVi is an example of a project run by Indiegogo that was crowdsourced and crowdfunded (1) 	3	Examples of crowdfunding platforms such as KickStarter and Indiegogo should be credited, as should any projects such as Veronica Mars or Corner Gas.

Question		Answer	Mark	Guidance
2	(b)	<p>ONE mark for each project development tool and ONE mark for each's link to globalisation.</p> <p>Max four marks: e.g.</p> <ul style="list-style-type: none"> • Skype can be used for telephone conferencing (1) meaning people on the other side of the world are in touch like the concept of the 'global village' (1) 	4	<p>Candidates may reference examples such as 21st Century Fox owned STAR TV that broadcasts US sitcom 'Friends'.</p> <p>One for each tool, one for expansion linked to globalisation.</p>
3		<p>TWO marks each for answers that explain the potential disadvantages for a musician promoting themselves on social media e.g.</p> <ul style="list-style-type: none"> • Artists such as Ed Sheeren (1) announce a new release on Twitter and a problem is trolling/bullying and negative abuse owing to people abusing him for his looks (1) • Artists such as Metallica (1) have stated streaming sites such as YouTube contribute to piracy because users rip the music using illegal sites such as Keep Vid (1) 	4	Name a musician for full marks per point
4	(a)	<p>ONE mark for case study, ONE mark for explanation e.g.</p> <ul style="list-style-type: none"> • Amanda Todd committing suicide in 2012 in USA (1) owing to being stalked by an older man on Facebook (1) • Ask.fm is blamed for 7 deaths in 2016 (1) owing to bullying online with trolls calling the victims fat and ugly (1) 	2	Candidates may reference specific case studies.

Question		Answer	Mark	Guidance
4	(b)	<p>THREE marks from: e.g.</p> <ul style="list-style-type: none"> • Stephen Fry (1) • Kylie Jenner (1) • Russell Brand (1) • Donald Trump (1) • Chrissy Tiegen (1) 	3	<p>A range of public figures, reality TV stars and opinion leaders are likely to appear. Case study/star must be accurate – can research on Google.</p> <p><i>At Standardisation, add names of organisations. Note: this question was adjusted before sign off to ensure it was accessible from the specification.</i></p>
5		<p>FOUR marks from a comparison of how one social media channel can be used differently by an online TV station and an online newspaper.</p> <p>TWO marks for the social media and names of station and newspaper. TWO marks for a different use by each.</p> <p>Four marks max from: e.g:</p> <ul style="list-style-type: none"> • Twitter updates are used differently by The Daily Mail (1) and Netflix (1), as the newspaper sends a written tweet out to subscribers every time it updates (1) and Netflix uses it to sneak preview shows often with video content (1). • Snapchat is used by The Sun newspaper (1) to offer users access to a 24 hour only online edition full of celebrity gossip to target younger audiences (1) whereas Amazon Prime TV (1) use Snapchat to update Prime users to trailers of new shows similar to what they already watch. 	4	<p>As part of this answer candidates are likely to discuss a range of social media channels.</p> <p>The emphasis is on the understanding of how one channel is used by different industries.</p> <p>Social media and production = 2 marks, if product isn't mentioned then cap to 1 mark.</p> <p>2 marks for the difference.</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 social media channels that will be used to reach the audience. Timescales and milestones suggested are 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 social media channels that will be used to reach the audience. Timescales and milestones suggested 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 social media channels used to reach the audience. Timescales and milestones suggested are mostly appropriate but there is limited justification.</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 to parent, nursery and schools. • 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 in a child friendly way. • How Facebook would be used in terms of setting up a page, introducing key characters and narrative to parents. • Candidates may also draw out a workplan or production schedule / visualisation diagrams. <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 are elements of synoptic knowledge in this question linked to Unit 1 – LO1 and Unit 2 – LO4)</p> <p>Answer should consider the fact that it is a local council sponsoring the product. Answer should predominately feature social media marketing, although some traditional marketing to support the campaign is acceptable.</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 social media channels used to reach the audience. Timescales and milestones suggested are appropriate.</p>		

Question	Answer	Mark	Guidance		
Section B					
			<p>Level 1 - 1-6 marks Campaign plans will include a limited understanding of suitable activities and content There is a limited discussion of social media channels used to reach the audience. Timescales and milestones suggested are sometimes appropriate.</p> <p>0 marks – response not worthy of any credit.</p>		

OCR (Oxford Cambridge and RSA Examinations)
The Triangle Building
Shaftesbury Road
Cambridge
CB2 8EA

OCR Customer Contact Centre

Education and Learning

Telephone: 01223 553998

Facsimile: 01223 552627

Email: general.qualifications@ocr.org.uk

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; The Triangle Building, Shaftesbury Road, Cambridge, CB2 8EA
Registered Company Number: 3484466
OCR is an exempt Charity

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

© OCR 2018

