



Cambridge Technicals Digital Media

Unit 6: Social Media and Globalisation

Level 3 Cambridge Technical in Digital Media
05843 – 05846

Mark Scheme for January 2019

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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.

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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 possible advantages for a prosumer when using a photo sharing app to promote a new film they have made:</p> <p>e.g.</p> <ul style="list-style-type: none"> • Have access to specific film fan audiences by including use of hashtags when posting content (1) • Can tag in larger production companies to reach them to promote their talents (1) • Has the opportunity to gain feedback from audiences and respond through comments (1) • Any other suitable response | 3 | Must reference film promotion or product. |
| 1 | (b) | <p>ONE mark for the way that a digital pinboard app can be used to generate ideas, TWO marks for expansion: Max three marks.</p> <p>e.g.</p> <ul style="list-style-type: none"> • Acts as a digital moodboard (1) so inspiration for characters, set, locations or house style (1) can be communicated clearly to others involved in the production (1) • Professional focus boards can be set up on such apps with specific subject titles (1). They can connect users with similar content and focus boards (1) which gives the opportunity to collaborate with other professionals (1) • Any other suitable response | 3 | Credit should be awarded for the range of ways that an app such as Pinterest can be used to display and share ideas. |
| 1 | (c) | <p>ONE mark for each way that online tools have had an impact on the production and distribution of digital games and ONE mark for the expansion. Max four marks.</p> <p>e.g.</p> <ul style="list-style-type: none"> • Online technologies and cloud services have allowed audiences to access programs such as Unity and | 4 | |

| Question | | Answer | Mark | Guidance |
|----------|------------|--|------|-------------------------------|
| | | <p>Flowlab (1) meaning that users can now create content, save it in the cloud and share it with friends (1).</p> <ul style="list-style-type: none"> The expansion of Broadband speeds and Wi-fi connections have allowed for the mass downloading of new games via the internet (1) so users no longer have to buy physical copies for games consoles.(1) Any other suitable response | | |
| 2 | (a) | <p>ONE mark from: e.g.</p> <ul style="list-style-type: none"> Social media services such as Linked In allow potential employers to see reviews of personal skills and they can quickly search for references from ex-employers to verify content. (1) Users of social media have to be careful that privacy settings are addressed so that potentially damaging content on their personal pages cannot be accessed by potential employers (1) Any other suitable response | 1 | Accept Linked In as an answer |

| Question | | Answer | Mark | Guidance |
|----------|-----|---|------|--|
| 2 | (b) | <p>TWO marks for each advantage of using project development tools</p> <p>Max four marks: e.g.</p> <ul style="list-style-type: none">• Online planning tools, including virtual meeting environments such as Mikogo, can be used in the workplace to successfully reach colleagues at other branches (1) meaning that travel costs are cut down and content is recorded (1)• Website tools, such as SEO tool Screaming Frog, can be used to track the reach of marketing material in a project (1) so decisions can be made about how to better reach audiences throughout a campaign. (1)• Any other suitable response | 4 | Candidates should reference examples of types of tools (e.g. virtual meeting environments) or specific services to gain all marks. |

| Question | | Answer | Mark | Guidance |
|----------|-----|--|------|--|
| 3 | (a) | <p>TWO marks each for answers that explain how cultural censorship can impact on the digital distribution of products, with expansion.</p> <p>e.g.</p> <ul style="list-style-type: none"> Cultural censorship places restrictions on the type content that can be released as part of marketing digital products in certain countries for religious or social issues, such as film posters require a strict dress code for actors in Pakistan (1). This means that marketing material needs to be reshot or heavily edited in order so that groups are not offended by the material (1) Cultural censorship places restrictions on social media and web content that can be accessed by the public in some countries, such as in North Korea and China where freedom of the press restricted. (1) This means that social media marketing on Facebook and Twitter will not reach its intended audience in certain countries. (1) Any other suitable response | 4 | Answers must reference cultural difference and / or any censorship in different countries, e.g. China. |
| 3 | (b) | <p>Three advantages of globalisation for the production of digital media products.</p> <p>THREE marks from:</p> <ul style="list-style-type: none"> Reaching a wider audience means greater opportunity for making profit from media products such as blockbuster films. (1) Opportunities for collaboration between different production companies and cultures (e.g. Slumdog Millionaire) (1) Ease of collaboration with personnel and crowdsourcing globally owing to technological convergence and instant communication methods (1). Any other suitable response | 3 | <p>Candidates may reference the global village theory as part of the answer.</p> <p>Must show an understanding of production for full marks.</p> |

| Question | Answer | Mark | Guidance |
|----------|--|------|---|
| 4 | TWO marks from: e.g. <ul style="list-style-type: none"> • Cyberbullying (1) • Trolling (1) • Emotional or sexual harassment (1) • Isolation (1) • Any other suitable response | 2 | Don't accept 'spending too much time on the phone'. |
| 5 | Description of how two social media channels can be used differently to distribute a breaking news report. Level 3 - 5-6 marks There will be a thorough description of how two social media channels can be used to distribute a breaking news report. Use of examples are wholly appropriate . Level 2 – 3-4 marks There will be a sound description of how two social media channels can be used to distribute a breaking news report. Use of examples are appropriate . Level 1 - 1-2 marks There will be a limited description of how two social media channels can be used to can be used to distribute a breaking news report. Use of examples are sometimes appropriate . 0 marks – response not worthy of any credit. If a candidate only discusses one social media channel then marks are capped to four . | 6 | As part of this answer candidates are likely to discuss a range of social media channels: <ul style="list-style-type: none"> • Snapchat channel updates by newspapers such as the Daily Mail and The Sun to engage young audiences with celebrity content. • Facebook has live video feeds from news providers for sporting news, political news. • News providers, such as the BBC, post breaking news on their Twitter feeds with hashtags to link to content to reach a wider audience above and beyond followers. The emphasis is on the understanding of how a social media channel can be used by news providers. |

| Question | Answer | Mark | Guidance |
|------------------|---|------|---|
| Section B | | | |
| 6* | <p>Level 5 - 25-30 marks Campaign plans will include an excellent understanding of how to promote objectives and core message of the campaign. There is a comprehensive discussion of marketing channels that will target the audience. Suggestions for creative campaign content and methods of gaining audience feedback will be 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 how to promote objectives and core message of the campaign. There is a considered discussion of marketing channels that will target the audience. Suggestions for creative campaign content and methods of gaining audience feedback will be 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 how to promote objectives and core message of the campaign. There is a reasonable discussion of marketing channels used to reach the audience. Suggestions for creative campaign content and methods of gaining audience feedback mostly appropriate but there is limited justification.</p> <p>Level 2 - 7-12 marks Campaign plans will include a basic understanding how to promote objectives and core message of the campaign. There is some discussion of marketing channels used to reach the audience. Content ideas discussed are appropriate.</p> | 30 | <p>The response will discuss:</p> <ul style="list-style-type: none"> • Ways that the objective and core message could be promoted would be through short videos on Instagram or Snapchat from parents or teachers. Could be vox pops with students. • Key activities to include launch a series of teasers through Jan to March of game levels during production via Twitter. • Content could include using Twitter or Facebook offer short games production workshop tutorials as a way to link with colleges. • 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 game production and advertising testing, USP and playability. How Facebook would be used in terms of linking to dietary, gym, swimming content for synergy. How Instagram might be used in terms of promoting game through competition, advertisers /sponsor content from 'Splash'. • How social media aggregation tools form part of the marketing campaign planning. • How online comments can be used and when. • How audiences might respond to social media content. <p>For a Level 5 answer the ideas will be justified with reference to the case study goals and timescales in order to meet objectives and audience requirements.</p> |

| Question | | Answer | Mark | Guidance |
|----------|--|---|------|--|
| | | <p>Level 1 - 1-6 marks Campaign plans will include a limited understanding of how to promote campaign objectives and core message. There is a limited discussion of marketing channels used to reach the audience. Content discus ideas 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> |

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