

Cambridge **TECHNICALS LEVEL 3**

# ***DIGITAL MEDIA***

Cambridge  
**TECHNICALS**  
**2016**

Unit 6 – Social media and globalisation

**RESOURCE LINKS**

Version 1

# CONTENTS

Introduction	3
Links	
Learning Outcome 1 (LO1) Understand how online and social media products are used	4
Learning Outcome 2 (LO2) Understand the impact of social media and globalisation on media audiences and producers	7
Learning Outcome 3 (LO3) Understand how global industries use social media	8
Learning Outcome 4 (LO4) Know how to plan and manage a social media campaign	9

# INTRODUCTION

Resources Link is an e-resource, provided by OCR, for teachers of Cambridge Technicals. It provides descriptions of, and links to, a variety of teaching and learning resources that you may find helpful.

Where appropriate, we have mapped the resources to this OCR unit/learning outcomes (LOs) and provided information about their cost and format.

If you know of other resources you would like to see included here, or discover broken links, please let us know. We would also like to hear from you if have any feedback about your use of these, or other, OCR resources. Please contact us at [resources.feedback@ocr.org.uk](mailto:resources.feedback@ocr.org.uk)

To find out more about this qualification, go to: <http://www.ocr.org.uk/qualifications/cambridge-technicals-digital-media-certificate-extended-certificate-foundation-diploma-diploma-05843-05846-2016-suite>



Cambridge  
TECHNICALS  
2016

## 2016 Suite

- New suite for first teaching September 2016
- Externally assessed content
- Eligible for Key Stage 5 performance points from 2018
- Designed to meet the DfE technical guidance

## TYPES OF RESOURCE

### OCR Produced Resources

These are resources devised and produced directly by the Resources Development Team at OCR.

### Publisher Partner Resources

For many subjects OCR works with a publisher partner to ensure that good quality resources such as textbooks are available for first teaching.

Whilst the publisher partner has access to our subject experts and we quality check and endorse these resources they are produced by, and remain the property of, the publisher partner. There is no financial link between OCR and its publisher partners and we do not pay for the development of, or receive any royalties from, these resources.

### Endorsed Resources

These resources were produced entirely independently of OCR, but we have quality checked them for their suitability as a resource to support our qualifications.

### Other Resources

Unless specifically stated these resources are completely independently produced and are not endorsed by OCR. We have looked at them though, and we think they could be useful in supporting our specifications.

We leave it to you, as a professional educator, to decide if any of these resources are right for you and your students, and how best to use them.

# LINKS

## Advertising and the globalisation of aspiration

An article discussing the global reach of Western advertising.

**Supports:** Misconceptions – Understanding globalisation

**Cost:** Free

**Format:** Web page

<http://www.eyemagazine.com/feature/article/advertising-and-the-globalisation-of-aspiration>

## Globalization of Social Media

A short video on globalisation of social media.

**Supports:** Misconceptions – Understanding globalisation

**Cost:** Free

**Format:** Video

<https://www.youtube.com/watch?v=BVyzvwVBuFw>

## Media Censorship in China

This CFR article investigates restrictions on media content and social media networks in China.

**Supports:** LO2

**Cost:** Free

**Format:** Web page

<http://www.cfr.org/china/media-censorship-china/p11515>

## BBC News – China media: Smartphone restrictions

The BBC's article on smartphone restrictions in China.

**Supports:** Misconceptions – Understanding cultural censorship

**Cost:** Free

**Format:** Web page

<http://www.bbc.co.uk/news/world-asia-china-28702184>

## The Guardian – China intensifies crackdown on social media with curbs on instant messaging

An article on social media restrictions in China.

**Supports:** Misconceptions – Understanding cultural censorship

**Cost:** Free

**Format:** Web page

<http://www.theguardian.com/world/2014/aug/07/china-intensifies-social-media-crackdown-curbs-instant-messaging>

## How to promote your band online

This provides information for learners about how social media is used as a promotional tool for prosumer music producers.

**Supports:** LO1

**Cost:** Free

**Format:** Web page

<http://www.musicradar.com/tuition/guitars/how-to-promote-your-band-online-605318>

## Twitter Advanced Search

An example of tool links/advanced search settings on social media channels.

**Supports:** LO1

**Cost:** Free

**Format:** Web page

<https://twitter.com/search-advanced?lang=en>

## Top 5 Tips for Using Twitter

Effective research techniques on social media – five tips for using Twitter.

**Supports:** LO1

**Cost:** Free

**Format:** Web page

<http://computer.howstuffworks.com/internet/social-networking/information/5-tips-for-using-twitter.htm>

## Vine: A new way to share video

Twitter's own press release that introduces the capabilities of Vine as a video-based social media channel.

**Supports:** LO1

**Cost:** Free

**Format:** Web page

<https://blog.twitter.com/2013/vine-a-new-way-to-share-video>

## How Brands Are Winning With Vine Videos: 10 Examples

The *Social Media Examiner* lists how brands have successfully used Vine videos to promote products.

**Supports:** LO1

**Cost:** Free

**Format:** Web page

<http://www.socialmediaexaminer.com/vine-videos-10-brand-examples/>

## Six of the best video editing apps

Stuff magazine's report on the best video editing apps for smartphones and tablet devices.

**Supports:** LO1, LO4

**Cost:** Free

**Format:** Web page

<http://www.stuff.tv/features/six-best-video-editing-apps>

## Chris Anderson: The Long Tail of the Music Industry

Chris Anderson discusses his theory of the Long Tail, which looks at how the internet has changed the distribution of media products to reach global audiences. His case study is the music industry.

**Supports:** LO1, LO3

**Cost:** Free

**Format:** Video

<https://www.youtube.com/watch?v=WpMJouUXNY>

## Tapscott, D. and Williams, A.D. (2006) *Wikinomics: How mass collaboration changes everything*

This book explains the concept of Wikinomics, which discusses at how the internet has changed global economics owing to new methods of production and distribution.

**Supports:** LO1

**Cost:** Paperback £9.99, Kindle £6.64

**Format:** Book

[http://www.amazon.co.uk/Wikinomics-Don-Tapscott/dp/184354637X/ref=sr\\_1\\_1?ie=UTF8&qid=1444821291&sr=8-1&keywords=wikinomics](http://www.amazon.co.uk/Wikinomics-Don-Tapscott/dp/184354637X/ref=sr_1_1?ie=UTF8&qid=1444821291&sr=8-1&keywords=wikinomics)

### Anderson, C. (2009) *The Longer Long Tail: How Endless Choice is Creating Unlimited Demand*

Chris Anderson's Long Tail theory incorporates the way in which the internet and therefore social media tools have aided mass distribution of niche media products.

**Supports:** LO1

**Cost:** £7.19

**Format:** Book

[http://www.amazon.co.uk/Longer-Long-Tail-Creating-Unlimited/dp/1847940366/ref=sr\\_1\\_1?ie=UTF8&qid=1444821350&sr=8-1&keywords=long+tail](http://www.amazon.co.uk/Longer-Long-Tail-Creating-Unlimited/dp/1847940366/ref=sr_1_1?ie=UTF8&qid=1444821350&sr=8-1&keywords=long+tail)

### Sinclair, J. (2012) *Advertising, the media and Globalisation: A World in Motion*

This book investigates the role social media has in global advertising.

**Supports:** LO1

**Cost:** £24.99

**Format:** Book

[http://www.amazon.co.uk/Advertising-Media-Globalisation-World-Motion/dp/0415668832/ref=sr\\_1\\_1?ie=UTF8&qid=1444821427&sr=8-1&keywords=advertising+media+and+globalisation](http://www.amazon.co.uk/Advertising-Media-Globalisation-World-Motion/dp/0415668832/ref=sr_1_1?ie=UTF8&qid=1444821427&sr=8-1&keywords=advertising+media+and+globalisation)

### Give away the music and sell the show

This *Wired* article discusses why the Long Tail is good for musicians.

**Supports:** LO2

**Cost:** Free

**Format:** Web page

[http://www.longtail.com/the\\_long\\_tail/2007/01/give\\_away\\_the\\_m.html](http://www.longtail.com/the_long_tail/2007/01/give_away_the_m.html)

### The Death of the Long Tail

This article is a critique of Chris Anderson's Long Tail theory and looks at how the impact major labels are having on online distribution of music.

**Supports:** LO1

**Cost:** Free

**Format:** Web page

<https://musicindustryblog.wordpress.com/2014/03/04/the-death-of-the-long-tail/>

### Kickstarter funding brings *Veronica Mars* movie to life

A discussion about how Kickstarter and the supporting social media campaign funded the film *Veronica Mars* via its crowdfunding ethos.

**Supports:** LO1

**Cost:** Free

**Format:** Web page

<http://www.cnn.com/2014/03/12/kickstarter-funding-brings-veronica-mars-movie-to-life.html>

### The phenomenon of two screen viewing

BBC Click provides an overview of how audiences are using social media to interact with producers of popular TV programmes.

**Supports:** LO1, LO3, LO4

**Cost:** Free

**Format:** Video

[http://news.bbc.co.uk/1/hi/programmes/click\\_online/9640887.stm](http://news.bbc.co.uk/1/hi/programmes/click_online/9640887.stm)

## LM Liberate Media

Article discussing research into second screen culture, including Sky's social TV infographic.

**Supports:** LO1

**Cost:** Free

**Format:** Web page

<http://www.liberatemediacom/new-second-screen-research-points-to-huge-opportunity-for-marketers/>

## Most Funded

Kickstarter lists its own most funded projects.

**Supports:** LO2

**Cost:** Free

**Format:** Web page

<https://www.kickstarter.com/discover/most-funded>

## 10 Crowdfunding secrets

IgnitionDeck investigates 10 ways in which crowdfunding can be used to target specific audiences.

**Supports:** LO2, LO3, LO4

**Cost:** Free

**Format:** Web page

<http://ignitiondeck.com/id/10-crowdfunding-secrets/>

## 10 Controversial Video Games that Caused a Major Moral Panic

*What Culture's* investigation into video games that caused a moral panic.

**Supports:** LO2

**Cost:** Free

**Format:** Web page

<http://whatculture.com/gaming/10-controversial-video-games-that-caused-major-moral-panic.php>

## The hysteria over trolls is a classic moral panic

This *Spiked* online article is a useful perspective when discussing moral panics and social media use. It offers a critique of contemporary concerns about the use of Twitter.

**Supports:** LO2

**Cost:** Free

**Format:** Web page

[http://www.spiked-online.com/newsite/article/the\\_hysteria\\_over\\_trolls\\_is\\_a\\_classic\\_moral\\_panic/13890#.VhE5WmpOXIU](http://www.spiked-online.com/newsite/article/the_hysteria_over_trolls_is_a_classic_moral_panic/13890#.VhE5WmpOXIU)

## The Negative Effect of Social Media on Society and Individuals

*Houston Chronicle* article that can provide a starting point on how to think about the negative impacts of social media use.

**Supports:** LO2, LO4

**Cost:** Free

**Format:** Web page

<http://smallbusiness.chron.com/negative-effect-social-media-society-individuals-27617.html>

## Social media

ACAS advice page on using social media at work that is helpful for both individuals and employers. The article forms part of a number of pages about using social media in the workplace.

**Supports:** LO2

**Cost:** Free

**Format:** Web page

<http://www.acas.org.uk/index.aspx?articleid=3375>

## The Next Web

Article discussing ways in which workers can use social media while remaining productive.

**Supports:** LO2

**Cost:** Free

**Format:** Web page

<http://thenextweb.com/socialforbusiness/2014/10/07/social-media-at-work/>

## Cosmopolitan – Most followed celebrities ranked

*Cosmopolitan's* listing of the most followed celebrities on Instagram.

**Supports:** LO2, LO4

**Cost:** Free

**Format:** Web page

<http://www.cosmopolitan.com/entertainment/celebs/news/a44547/here-are-the-most-followed-celebrities-on-instagram-ranked/>

## Chloe Madeley: I wanted to stand up against trolls

BBC Newsbeat article about Chloe Madeley receiving rape threats on Twitter after her mother commented on the Ched Evans case.

**Supports:** LO2

**Cost:** Free

**Format:** Web page

<http://www.bbc.co.uk/newsbeat/29648755>

## Ryan Giggs can be legally named as 'affair' footballer

BBC News article that discusses internet versus press regulation after Ryan Giggs' affair was exposed by Twitter users.

**Supports:** LO2

**Cost:** Free

**Format:** Web page

<http://www.bbc.co.uk/news/uk-17114875>

## BBC News – Ched Evans rape case: Two charged in Twitter investigation

An article about two Twitter users being prosecuted for naming the girl in the Ched Evans case.

**Supports:** LO2

**Cost:** Free

**Format:** Web page

<http://www.bbc.co.uk/news/uk-wales-19878428>

## Top 15 Crowdsourcing Influencers – UK

An article that charts the success of contemporary brands that have used crowdsourcing.

**Supports:** LO3

**Cost:** Free

**Format:** Web page

<http://crowdsourcingweek.com/top-crowdsourcing-experts-uk/>

## How the Soup project is changing the UK

BBC News article about Sheffield Soup's use of social media to achieve positive social change.

**Supports:** LO3

**Cost:** Free

**Format:** Web page

<http://www.bbc.co.uk/news/magazine-34346226>

## 30 Greatest Project Online Management and Collaboration Tools

IstWebDesigner's list of 30 online project management tools.

**Supports:** LO3, LO4

**Cost:** Free

**Format:** Web page

<http://www.1stwebdesigner.com/project-management-collaboration-tools/>



## Meme Marketing: The Right and Wrong Way to Leverage Internet Obsessions

Business News Daily article discussing the use of memes in marketing.

**Supports:** LO3

**Cost:** Free

**Format:** Web page

<http://www.businessnewsdaily.com/7431-memes-social-marketing.html>

## Memes.com

Website showing numerous examples of memes.

**Supports:** LO3

**Cost:** Free

**Format:** Web page

[www.memes.com](http://www.memes.com)

## The Best Examples of Meme Marketing

*Sparksheet* article providing several examples of effective ways in which memes have been used to market products.

**Supports:** LO3

**Cost:** Free

**Format:** Web page

<http://sparksheet.com/the-best-examples-of-meme-marketing/>

## Meme Generator

Website that enables users to create memes that can be distributed online.

**Supports:** LO3, LO4

**Cost:** Free

**Format:** Web page

[www.memegenerator.net](http://www.memegenerator.net)

## The 30 Most Brilliant Social Media Campaigns of 2014

Article listing examples of high-profile social media campaigns of the last half of 2014.

**Supports:** LO4

**Cost:** Free

**Format:** Web page

<https://www.salesforce.com/blog/2014/12/the-30-most-brilliant-social-media-campaigns-of-the-last-half-of-2014-152015.html>

## Social Media Jobs

Recruitment agency listing of current jobs available in social media.

**Supports:** LO4

**Cost:** Free

**Format:** Web page

<http://www.thecandidate.co.uk/latest-digital-marketing-jobs/social-media-jobs/>

## 10 Worst Social Media Fails of 2014

Article listing several brands' ill-judged use of Twitter marketing.

**Supports:** LO4

**Cost:** Free

**Format:** Web page

<http://www.clickz.com/clickz/news/2386487/10-worst-social-media-fails-of-2014>

## 19 horrific social media fails of 2014

Article listing various social media campaigns that failed.

**Supports:** LO4

**Cost:** Free

**Format:** Web page

<https://econsultancy.com/blog/65020-19-horrific-social-media-fails-from-the-first-half-of-2014/>

**Article listing various social media campaigns that failed.**

CNN report on a product crowdfunded using Kickstarter.

**Supports:** LO1, LO3, LO4

**Cost:** Free

**Format:** Web page

<http://edition.cnn.com/2014/07/03/us/reading-rainbow-kickstarter/>

**Pebble Time smartwatch raised \$20.3m in Kickstarter crowdfunding**

Article in The Guardian about a product crowdfunded using Kickstarter.

**Supports:** LO1, LO3, LO4

**Cost:** Free

**Format:** Web page

<http://www.theguardian.com/technology/2015/mar/30/pebble-time-smartwatch-kickstarter-crowdfunding>



We'd like to know your view on the resources we produce. By clicking on the 'Like' or 'Dislike' button you can help us to ensure that our resources work for you. When the email template pops up please add additional comments if you wish and then just click 'Send'. Thank you.

If you do not currently offer this OCR qualification but would like to do so, please complete the Expression of Interest Form which can be found here: [www.ocr.org.uk/expression-of-interest](http://www.ocr.org.uk/expression-of-interest)

#### **OCR Resources:** *the small print*

OCR's resources are provided to support the teaching of OCR specifications, but in no way constitute an endorsed teaching method that is required by the Board and the decision to use them lies with the individual teacher. Whilst every effort is made to ensure the accuracy of the content, OCR cannot be held responsible for any errors or omissions within these resources. We update our resources on a regular basis, so please check the OCR website to ensure you have the most up to date version.

© OCR 2016 – This resource may be freely copied and distributed, as long as the OCR logo and this message remain intact and OCR is acknowledged as the originator of this work.

OCR acknowledges the use of the following content:

Cover image: Tijana87/istockphoto.com

Square down and Square up: alexwhite/Shutterstock.com

Please get in touch if you want to discuss the accessibility of resources we offer to support delivery of our qualifications:  
[resources.feedback@ocr.org.uk](mailto:resources.feedback@ocr.org.uk)

We will inform centres about any changes to the specification. We will also publish changes on our website. The latest version of our specification will always be the one on our website ([www.ocr.org.uk](http://www.ocr.org.uk)) and this may differ from printed versions.

Copyright © OCR 2016. All rights reserved.

#### **Copyright**

OCR retains the copyright on all its publications, including the specifications. However, registered centres for OCR are permitted to copy material from this specification booklet for their own internal use.

## **ocr.org.uk/media**

### OCR customer contact centre

#### **Vocational qualifications**

Telephone 02476 851509

Facsimile 02476 851633

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

OCR is part of Cambridge Assessment, a department of the University of Cambridge. For staff training purposes and as part of our quality assurance programme your call may be recorded or monitored. © OCR 2016 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.

