

SAMPLE ASSESSMENT MATERIAL

Level 3 Cambridge Technicals in Digital Media
05843/05844/05845/05846

Unit 6: Social media and globalisation

Date – Morning/Afternoon

Time Allowed: 1 hour 30 minutes



You must have:

- None

You may use:

- None

Do not use:

- None



First Name						Last Name					
Centre Number						Candidate Number					
Date of Birth											

INSTRUCTIONS

- Use black ink.
- Complete the boxes above with your name, centre number and candidate number.
- Answer **all** the questions.
- Write your answer to each question in the space provided.
- Additional paper may be used if required but you must clearly show your candidate number, centre number and question number(s).
- Do **not** write in the bar codes.

INFORMATION

- The total mark for this paper is **60**.
- The marks for each question are shown in brackets [].
- Quality of extended response will be assessed in questions marked with an asterisk (*).
- This document consists of **8** pages

Answer **all** questions.

Section A

1

(a) Identify **one** way technology can be used to access social media.

.....
..... [1]

(b) Identify **two** ways social media is used by media producers.

.....
.....
..... [2]

2

(a) State **three** ways social media can be advantageous for media producers when they are generating ideas for new products.

.....
.....
.....
.....
.....
..... [3]

(b) Explain **two** potential disadvantages to media professionals of using social media.

.....
.....
..... [2]

3

(a) State **two** reasons why personnel should not use social media to voice individual grievances against a place of work.

.....
.....
..... [2]

(b) Explain why social media managers creating copy for a magazine’s website need to comply with regulations set by The Independent Press Standards Organisation.

.....
.....
.....
.....
.....
..... [3]

(c) Identify **three** cultural constraints that social media managers should be aware of when promoting products to foreign markets.

.....
.....
.....
.....
.....
..... [3]

BLANK PAGE

THIS PAGE HAS BEEN LEFT INTENTIONALLY BLANK

THIS PAGE HAS BEEN LEFT INTENTIONALLY BLANK

OCR

Oxford Cambridge and RSA

Copyright Information:

Permission to reproduce items where third-party owned material protected by copyright is included has been sought and cleared where possible. Every reasonable effort has been made by the publisher (OCR) to trace copyright holders, but if any items requiring clearance have unwittingly been included, the publisher will be pleased to make amends at the earliest possible opportunity.

OCR is part of the Cambridge Assessment Group. Cambridge Assessment is the brand name of University of Cambridge Local Examinations Syndicate (UCLES), which is itself a department of the University of Cambridge

**Sample Assessment Material
Level 3 Cambridge Technicals in Digital Media**

Unit 6 – Social media and globalisation

MARK SCHEME

Duration: 1 hour 30 minutes

MAXIMUM MARK 60

Question		Answer	Marks	Guidance
Section A				
1	(a)	Technologies can be used to access social media via: One from: <ul style="list-style-type: none"> • Smartphones (apps) • internet on computer 	1	Candidates may use examples such as Facebook and Twitter to explain use of technology. Any other reasonable response which identifies a valid technology should be credited
	(b)	Social media is used by media producers: Two from: <ul style="list-style-type: none"> • to promote new ideas • to generate interest about a new product • to advertise/distribute media products • to work in synergy / reinforce brand identity 	2	Candidates' answers will demonstrate understanding the use of social media for marketing and generating interest.
2	(a)	Social media can be advantageous for media producers because: Three from: <ul style="list-style-type: none"> • Connectivity of ideas and people (Wikinomics) • Collaboration • Sharing of ideas • Generate funding (crowdfunding) • Crowd sourcing 	3	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.
	(b)	Potential disadvantages to media professionals of using social media. Two from: <ul style="list-style-type: none"> • Anti-social behaviour (e.g. trolling) • Moral panics • Negative publicity • Viral parody trending 	2	

Question		Answer	Marks	Guidance
3	(a)	<p>Reasons why personnel should not use social media to voice individual grievances against a place of work are:</p> <p>Two from:</p> <ul style="list-style-type: none"> • Staff should not compromise the reputation of the business • Staff should abide by social media usage policy • Staff should deal with any complaints in the correct process (e.g. setting up internal meetings). 	2	Candidates should demonstrate an understanding of legal and ethical issues impacting on media businesses and professionals using social media in an appropriate way that abides by company policy.
	(b)	<p>Social media managers need to comply with regulations set by IPSO when creating copy for a magazine's website.</p> <p>Answers should show:</p> <ul style="list-style-type: none"> • Understanding that IPSO regulates the magazine and newspaper industry [1]. • This means that copy for the magazine's website should be accurate [1] and not defamatory [1] or slanderous [1]. It will not be intrusive on any individual's privacy [1]. 	3	Candidates should demonstrate that they understand regulation of web content for press and magazines. Such understanding will be fundamental to a social media manager's role in this industry.

Question		Answer	Marks	Guidance
	(c)	<p>Cultural constraints that social media managers should be aware of when promoting products to foreign markets.</p> <p>Three from:</p> <ul style="list-style-type: none"> • Understanding of censorship of content [1] • Different countries have different social norms [1] • Different countries have different privacy laws [1] • Some foreign markets ban freedom of speech [1] • Content that does not comply with the bias or ideology [1] of a country may be allowed to be published. 	3	<p>Candidates should demonstrate that they understand ethical implications in terms of marketing content into countries such as China, North Korea, Turkey, Pakistan where content is censored.</p> <p>Candidates can be credited for not using the term social norm, but for explaining what is meant by a social norm. (e.g. speech, body language, signs)</p>
4		<p>Tools that can be used by social media personnel to plan projects.</p> <p>Four from:</p> <ul style="list-style-type: none"> • online calendars • schedules • virtual meeting environments • email • SEO • Social media measurement • Social network aggregation 	4	<p>Candidates should demonstrate knowledge of tools that are used for project planning of social media and global campaigns.</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>

Question	Answer	Marks	Guidance
5	<p>Comparison of two social media channels that will include YouTube, Twitter, Pinterest, Facebook, Instagram, Flickr, Blogger, Tumblr, LinkedIn.</p> <p>Level 3 - 7-10 marks</p> <p>There will be a thorough comparison of two social media channels that outlines the ways in which they can be used differently as marketing tools. Use of examples are wholly appropriate.</p> <p>Level 2 - 4-6 marks</p> <p>There will be a sound comparison of two social media channels that outlines the ways in which they can be used differently as marketing tools. Use of examples are appropriate.</p> <p>Level 1 - 1-3 marks</p> <p>There will be a limited comparison of two social media channels that outlines the ways in which they can be used differently as marketing tools. Use of examples are sometimes appropriate.</p> <p>0 marks – response not worthy of any credit.</p>	10	<p>As part of this answer candidates are likely to discuss use of video and audience views, photography and filters, trending, retweets and hashtags, like and shares, targeting niche audiences, following and favouring, RSS feeds and instant updates.</p> <p>You tube (e.g. how you tube 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)</p> <p>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> <p>If a candidate only discusses one social media tool marks are capped to 5.</p>

Question	Answer	Marks	Guidance
Section B			
6*	<p>Level 6 - 25-30 marks</p> <p>Campaign plans will include an excellent understanding of the timescales, milestones and review dates of the social media campaign and target audience requirements.. There is a comprehensive discussion of channels used to reach the audience. Content plans for the campaign 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 5 - 19-24 marks</p> <p>Campaign plans will include a good understanding of the timescales, milestones and review dates of the social media campaign and target audience requirements. There is a considered discussion of channels used to reach the audience. Content plans for the campaign 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</p> <p>Campaign plans will include a sound understanding of the timescales, milestones and review dates of the social media campaign and target audience requirements. There is a reasonable discussion of channels used to reach the audience. Content plans for the campaign are mostly appropriate.</p>	30	<p>The response will discuss:</p> <ul style="list-style-type: none"> • Timescales, milestones and review dates • Channels used to reach the audience • Content plans <p>For a Level 5 answer the ideas will be justified with reference to the case study.</p> <p>Credit should be given for wider understanding of the use of social media to promote the campaign, which may include:</p> <ul style="list-style-type: none"> • How the campaign could be used in conjunction with other marketing techniques (trailers, posters, website). • Legal and classification restrictions in terms of content and reach. • How the campaign would be evaluated and how audience feedback might be gained. <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>

Question	Answer	Marks	Guidance
	<p>Level 2 - 7-12 marks</p> <p>Campaign plans will include a basic understanding of the timescales, milestones and review dates of the social media campaign and target audience requirements. There is some discussion of channels used to reach the audience. Content plans for the campaign are appropriate.</p> <p>Level 1 - 1-6 marks</p> <p>Campaign plans will include a limited understanding of the timescales, milestones and review dates of the social media campaign and target audience requirements. There is a limited discussion of channels used to reach the audience. Content plans for the campaign are sometimes appropriate.</p> <p>0 marks – response not worthy of any credit.</p>		