

Cambridge Technicals
Digital Media

Unit 6: Social Media and Globalisation

Level 3 Cambridge Technical in Digital Media
05843 - 05846

Mark Scheme for June 2017

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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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Question		Answer	Mark	Guidance
Section A				
1	(a)	<p>Social media channels that are used to share digital photographs: Three marks from: e.g.</p> <ul style="list-style-type: none"> • Instagram (1) • Twitter (1) • Flickr (1) 	3	Candidates should answer based on their knowledge of the channels used professional by photographers. Do not accept Facebook and Snapchat.
1	(b)	<p>One mark for the way in which social media distributes audio-visual, two marks for explanation and expansion: Max three marks. e.g.</p> <ul style="list-style-type: none"> • Material is uploaded to a VoD site such as YouTube (1) the link can be copied and pasted into Facebook or Twitter (1) followers or addressees can be tagged in (1) • Smartphones have multimedia capacity (1) so links to audio-visual products such as music videos that are shared via social media can be streamed (1) when there is a wi-fi or 4G connection (1) 	3	Credit should be awarded for the range of ways that video can be uploaded, shared and viewed. Candidates may also provide also provide examples of specific texts as part of their answer.
1	(c)	<p>Two marks that show difference between individual and professional use of social media. Max four marks.</p> <ul style="list-style-type: none"> • Individuals use social media to keep in touch with friends (1) whereas professional use social media to market launch dates of products (1). • Individuals send personal messages/status updates, or tag friends in photos (1) whereas companies or professionals upload material about production process of a product such as behind the scenes footage (1) 	4	Candidates' answers may reference a wide range of difference and even products so flexibility and professional judgement should be used.

Question		Answer	Mark	Guidance
Section A				
2	(a)	<p>One global media company that uses social media</p> <p>One mark from:</p> <p>e.g.</p> <ul style="list-style-type: none"> • News Corporation to distribute news (1) • Disney to distribute film trailers (1) • Sony to distribute the release of games and technology products (1) 	1	<p>Answers will draw on synoptic learning from Unit 1 so a range of conglomerate companies should be expected.</p> <p>If the company is not global no marks should be awarded.</p> <p>Answers such as McDonald's should not be given credit as the question is asking for a media company.</p>
2	(b)	<p>Two marks that explain how the concept of 'global village' relates to use of social media.</p> <p>Max four marks:</p> <p>e.g.</p> <ul style="list-style-type: none"> • Use of social media is global (1) so it relates to 'global village' because you can contact someone at the other side of the world at any time (1) • The consistent use of apps on mobile devices (1) means that media and news from around the globe is instantly available (1) 	4	<p>Candidates may reference theory such as McLuhan in their answer and may give examples of global media products.</p> <p>The answers must be two different ways – concepts of news, personal communication, distribution of global products.</p>
2	(c)	<p>Two marks that explain how social media is advantageous for independent producers.</p> <p>Four marks max.</p> <p>e.g.</p> <ul style="list-style-type: none"> • Many social media products are free to use (1) so independent producers can promote the launch and distribute products even with a limited budget (1) • Social media products allow for viral communication (1) which means independent producers can use it to crowd source personnel to volunteer to make start-up projects (1) 	4	<p>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.)</p>

Question		Answer	Mark	Guidance
Section A				
3	(a)	<p>The way 'moral panic' relates to use of social media: Two marks from:</p> <ul style="list-style-type: none"> • Press claim use of social media endangers teenagers' mental health through dependency of 'likes' and 'retweets' (1) • Press claim users of social media do not understand risks of posting personal images (1) • Press claim social media is providing unrealistic body images leading to self-esteem (1) 	2	Candidates may reference specific social media channels.
3	(b)	<p>One reason why users should regulate the personal information they share on social media: One mark from:</p> <ul style="list-style-type: none"> • Identity theft (1) • Theft of financial details (1) • Online bullying/trolling (1) • Personal reputation (1) 	1	Candidates may also reference ideas such as e-safety or use of social media in the workplace as part of their answer.

Question		Answer	Mark	Guidance
Section A				
4		<p>Comparison of how two online technologies can be used to support media producers plan projects.</p> <p>Level 3 - 6-8 marks There will be a thorough comparison of how two online technologies can be used to support the planning of projects. Use of examples are wholly appropriate.</p> <p>Level 2 – 4-5 marks There will be a sound comparison how two online technologies can be used to support the planning of projects. Use of examples are appropriate.</p> <p>Level 1 - 1-2 marks There will be a limited comparison of how two online technologies can be used to support the planning of projects. Use of examples are sometimes appropriate.</p> <p>0 marks – response not worthy of any credit.</p>	8	<p>As part of this answer candidates are likely to discuss a range of online tools such as:</p> <ul style="list-style-type: none"> • online spreadsheets, • online Gantt charts and production schedules • video conferencing, • crowd funding and crowd sourcing forums, • virtual meeting environments <p>The two technologies will be compared and it is likely, but not necessarily, that two different purposes (e.g. generating initial ideas and gaining funding) will be referenced.</p> <p>The emphasis is on the understanding of an online technology and how it aids media producers plan a project.</p> <p>If a candidate only discusses one online technology, or there is no comparison, then marks are capped to four.</p>

Question	Answer	Mark	Guidance
Section B			
5*	<p>Level 5 - 25-30 marks Campaign plans will include an excellent understanding of suitable campaign content including how synergy can be used. There is a comprehensive discussion of channels used to reach the audience. Suggested milestones and review dates 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 content including how synergy can be used. There is a considered discussion of channels used to reach the audience. Suggested milestones and review dates 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 content including how synergy can be used. There is a reasonable discussion of channels used to reach the audience. Suggested milestones and review dates are mostly appropriate but there is limited justification.</p> <p>Level 2 - 7-12 marks Campaign plans will include a basic understanding of suitable campaign content. There is some discussion of channels used to reach the audience. Suggested milestones and review dates are appropriate.</p>	30	<p>The response will discuss:</p> <ul style="list-style-type: none"> • Key content to include use of synergy e.g.: promotional copy/text to be used across different channels, multimedia such as interviews with the station presenters or bands/artists. ideas for synergy to incorporating sponsors such as jingles, promotional roadshows with giveaways of swimwear or sun screen. ideas for synergy may also include plans for magazine advertisements in music and fashion magazines, online promo adverts on sponsor websites or holiday booking websites. • 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 shows. How Instagram might be used in terms of promoting bands/artists/songs/sponsor content daily updates. Use of smartphone app that will stream the radio programmes. • Key milestones e.g. Suggestions for release of content against timeframe provided in brief Suggestions for order of content/marketing material to be released and justification of this.

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

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