

**Cambridge Technicals
Digital Media**

Unit 6: Social Media and Globalisation

Level 3 Cambridge Technical in Digital Media
05843 – 05846

Mark Scheme for June 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
Double Tick	Excellent point
Cross	Cross
?	Unclear
^	Omission mark
T	Terminology/Theory
EG	Use of examples
A	Explanation, analysis, argument
Vertical wavy line	Not relevant to specific question
REP	Repetition
Diagonal line/line through	Blank page
BOD	Benefit of doubt
TV	Too vague
CONT	Continued on extra paper
NV	No variety of social media channels discussed
NT	No traditional
NM	No milestones

Question		Answer	Marks	Guidance
Section A				
1	(a)	<p>THREE marks from the following possible advantages of globalisation:</p> <p>e.g.</p> <ul style="list-style-type: none"> • Global reach to target a potential audience (1) • International collaboration on projects (1) • Sharing of ideas with people from other countries (1) • Any suitable response 	3	<p>Candidates should be given credit for associating globalisation with business and spread of ideas across international boundaries.</p>
1	(b)	<p>ONE mark for the way that social media might contradict the idea of the global village, TWO marks for expansion: Max three marks.</p> <p>e.g.</p> <ul style="list-style-type: none"> • Social media such as Facebook is mainly used between friends (1) which means that only those you know access content (1) whereas the global village means that you contact others across the world (1) • Social media such as Instagram gives a limited viewpoint based on your interests, such as sport or fashion often run by large media companies (1). This means that alternative viewpoints or representations aren't widely shared (1) which was the original idea of the global village (1) • Any suitable response 	3	<p>Credit should be given to candidates who reference any way that social media can be insular for individuals compared to the agora ideal of the global village.</p> <p>Cyberbullying/trolling accept owing to the fact that the idea of the global village is utopian.</p> <p>Do not need to mention a form of social media to get full marks.</p>

Question		Answer	Marks	Guidance
2		<p>ONE mark for each way that online technologies have allowed consumers to create media, TWO marks for expansion for each. Max six marks. e.g.</p> <ul style="list-style-type: none"> • Online technologies have allowed people to collaborate (1) meaning that users can now create content, and share it for editing (1) such as with prosumer musicians using Soundcloud to create and edit music (1). • Online technologies have allowed people to start-up businesses (1) so people can share ideas and offer funding (1) such as when people put ideas on Go Fund Me. • Any suitable response 	6	<p>Range of answers.</p> <p>Cannot gain 6 marks without an example of an online technology tool.</p>
3	(a)	<p>ONE mark for the impact, TWO marks for suitable expansion e.g.</p> <ul style="list-style-type: none"> • Online technologies allow business to search for personnel or to crowdsource (1). Social media tools such as Linked In (1) allow business managers and HR to network to find suitable people to employ in their specific sector (1). • Online technologies allow businesses to talent scout (1). This can be done through launching competitions asking people to submit content or ideas (1) such as with Doritos and their 'Crash the Superbowl' contest (1). • Any suitable response 	3	<p>Accept Skype as a means to interview candidates for jobs.</p> <p>Must mention an example of an online technology, social media or social media campaign.</p>

Question		Answer	Marks	Guidance
3	(b)	<p>ONE mark for each advantage of using collaborative software, ONE mark for suitable example.</p> <p>Max four marks: e.g.</p> <ul style="list-style-type: none">• Collaborative software allows people to attend meetings in different locations to save on travelling time and expenses (1). An example of this is Skype where people can log in and have a face to face meeting or conference (1).• Collaborative software allows people to make notes on projects so ideas and changes are evidenced (1). An example of this is Slack where people can edit and work on designs and ideas (1)• Any suitable response	4	<p>Must mention a collaborative software/technology.</p> <p>Do not accept software packages such as Adobe CC suite.</p>

Question		Answer	Marks	Guidance
4	(a)	<p>ONE mark for each way regulatory bodies has an impact, ONE mark for suitable expansion</p> <p>e.g.</p> <ul style="list-style-type: none"> Regulatory code of practice means that any content news providers post should not break privacy laws (1). This means that photographs should not be taken without a person's consent and distributed online (1). Regulatory code of practice means that any content news providers post on social media should be accurate (1). If false information is posted online then the news provider could be sued for libel. (1) Any suitable response 	2	<p>Do not have to mention a specific regulatory body.</p> <p>Need to have a full explanation to get the full marks.</p>
4	(b)	<p>ONE mark for a potential consequence, TWO for expansion, e.g.</p> <ul style="list-style-type: none"> Being trolled or bullied online for posting selfies. (1) This could be avoided by ensuring your account is set to private (1) so your comments only seen by those you trust (1). Losing your job or damaging your employment prospects (1). This could be avoided by ensuring you do not write any negative comments about your place of work or employer online (1) that could bring them into disrepute (1). Any suitable response 	3	Answer must clearly have three points to get full marks.

Question	Answer	Marks	Guidance
5	<p>Explain how two social media channels have been used to create brand awareness of one product you have studied.</p> <p>Level 3 - 5-6 marks There will be a thorough explanation of how two social media channels have been used to create synergy and brand awareness. Use of examples are wholly appropriate.</p> <p>Level 2 – 3-4 marks There will be a sound explanation of how two social media channels have been used to create brand awareness. Use of examples are appropriate.</p> <p>Level 1 - 1-2 marks There will be a limited explanation of how two social media channels have been used to create brand awareness. Use of examples are sometimes appropriate.</p> <p>0 marks – response not worthy of any credit.</p> <p>If a candidate only discusses one social media channel then marks are capped to three.</p>	6	<p>As part of this answer candidates are likely to discuss a range of social media channels:</p> <ul style="list-style-type: none"> Instagram updates by celebrities, such as Dani Dyer from Love Island 2018, promoting her Pretty Little Thing clothing range. Images on Instagram are taken with colour scheme of a pink filter to tie in with the brand’s house style. This allows a young audience to engage with the brand. Twitter is also used to reinforce brand awareness of Pretty Little Thing using Dani Dyer as a focus; a series of competitions have been run through Twitter with behind the scenes content and videos being shared through this during her photoshoots. <p>The emphasis is on the understanding of how a social media channel can be used to create brand awareness.</p>

Section B					
Question			Answer	Marks	Guidance
6*			<p>Level 5 - 25-30 marks Campaign plans will include an excellent understanding of how to use a blended campaign to promote the app with wholly appropriate timescales and key milestones There is a comprehensive discussion of using both traditional advertising together with social media channels including ideas for creative content. The content will be wholly appropriate and justified. Legal restrictions and ethical considerations are well reasoned. 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 use a blended campaign to promote the app. Timescales and milestones may not be wholly appropriate. There is a considered discussion of how to use both traditional advertising together with social media channels including some ideas for creative content. These ideas will be appropriate and sometimes justified. Legal restrictions and ethical considerations are described. There will be some errors of spelling, punctuation and grammar but these are unlikely to be intrusive or obscure meaning.</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, Facebook and Snapchat to promote the app by InTouch. • Key activities to include launch a series of recorded audience trials of the app which are then also distributed online and television. Participants could be interviewed. • Content could include using Twitter or Facebook offer competitions with sponsors to win a holiday/clothing range as a way to raise awareness about the app. • Social media and online distribution channels used to reach the audience e.g. How Twitter would be used in terms of updating progress of app production and advertising testing and USP. How a Facebook page would be used in terms of linking to community and charity aspects of the app to gain likes and followers from a wider audience. • How Instagram might be used in terms of promoting the app and clothing range through a celebrity endorsement. • Blended approach with pop up ads, billboards, interactive TV and radio slots to target specific male/female demographics – e.g. adverts on ITV Be or Dave. • 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.

Question	Answer	Marks	Guidance
6*	<p>Level 3 - 13-18 marks Campaign plans will include a sound understanding of how to use a blended campaign to promote the app. Timescales and milestones are provided. There is a reasonable discussion of how to use both traditional advertising and social media channels . Some suggestions for creative campaign content and made which are mostly appropriate but there is limited justification. Legal restrictions and ethical considerations are identified.</p> <p>Level 2 - 7-12 marks Campaign plans will include a basic understanding how to use a blended campaign to promote the app. Timescales and milestones may be included but may not be appropriate There is some discussion of how to use traditional advertising and/or social media channels. Content ideas discussed are appropriate.</p> <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 ideas discussed 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 goals and timescales in order to meet objectives and audience requirements.</p> <ul style="list-style-type: none"> • (There are elements of synoptic knowledge in this question linked to Unit 1 – LO1 and Unit 2 – LO4) <p>Cap at Level 2 if no timescales of milestones discussed.</p> <p>Cap at Level 4 if no traditional marketing is discussed</p>

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