



Oxford Cambridge and RSA

Cambridge Technicals Digital Media

Unit 6: Social Media and Globalisation

Level 3 Cambridge Technical in Digital Media
05843 – 05846

Mark Scheme for January 2020

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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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Annotations

Annotation	Meaning of annotation
Tick	Tick
Double Tick	Excellent point
Cross	Cross
?	Unclear
^	Omission mark
T (Q6)	Terminology/Theory
EG (Q6)	Use of examples
A (Q6)	Explanation, analysis, argument
Vertical wavy line	Not relevant to specific question
R	Rubric
Diagonal line/line through	Blank page
NR	No response
Cont.	Continuation on Additional Answer Space/Booklet
TV	Too vague
BOD	Benefit of the doubt
Rep	Repetition
ROB (Q6)	Repetition of brief

Question		Answer	Mark	Guidance
Section A				
1	(a)	<p>ONE mark each from: e.g.</p> <ul style="list-style-type: none"> Instant messaging of ideas in a group chat (1) Creating and sharing digital inspiration mood boards (1) Face to face video calling for meetings (1) Any other valid response. 	3	<p>Has to reference a plausible way that team members can collaborate.</p> <p>Allow for answers that allude to market trends, tagging in colleagues.</p> <p>Reward key ways to collaborate from specification – e.g. crowdsourcing.</p>
1	(b)	<p>ONE mark for the way that globalisation can support production, TWO marks for expansion: Max three marks. e.g.</p> <ul style="list-style-type: none"> Can allow personnel to have input from all over the world (1) which means there will be a wide variety of content ideas from a range of cultures (1) so wider audiences can be targeted (1) Can allow greater access to funding (1) because indie companies can crowdfund from around the globe (1) which means better resources can be purchased to create a more professional product (1) Any other valid response. 	3	<p>Range of answers may include terms such as crowdsourcing, crowdfunding. Wikinomics.</p> <p>If 'around the world' audience reach is mentioned award one mark.</p>

Question		Answer	Mark	Guidance
2		<p>ONE mark for a social media channel used by a named commercial media company, TWO mark for explanation about how a named product can be advertised, Max six marks.</p> <p>e.g.</p> <ul style="list-style-type: none"> • Twitter can be used by a commercial media company such Netflix (1) as links to trailers for their new documentaries such as the 'Conversations with Ted Bundy' are featured in Tweets (1) allowing audiences to click on video content and re-share with a comment (1). • Instagram can be used by commercial media companies such as the Global Media (1) who set up accounts specifically dedicated to the presenters of each of their radio stations and shows such as with Capital Yorkshire (1) allowing the audience to interact tag presenters in their videos and images. • Any other valid response. 	6	<p>Range of answers. Cannot gain 6 marks without an example of a company and product.</p> <p>Can be two separate commercial media companies and products.</p> <p>Commercial media companies are those that are funded by advertisers to make profit or those not given public service funding.</p> <p>Must be a media company – technology companies are allowed (e.g. Apple, IBM, Microsoft). If the company is a food or clothing brand do not credit (McDonald's, Walker's, KFC, Pretty Little Thing).</p>
3	(a)	<p>ONE mark for explanation, TWO marks for suitable expansion e.g.</p> <ul style="list-style-type: none"> • People share their political values and beliefs instantly (1). This means that people make their viewpoints heard more regularly about a national or international issue (1) allowing for a global debate and discussion (1). • Social media influencers have the potential to promote alternative viewpoints to many people (1). This may lead to people finding out about events or groups (1) which can have a positive impact on marginalised people (1). • Any other valid response. 	3	<p>Answer should show understanding of ideology in terms of idea, point of view, and political bias or subjective ideas.</p> <p>May also reference environmental to social concerns and the use of social media to create awareness and galvanise change.</p> <p>Not accepting 'put comments on social media about what you think' – this is too vague.</p>

Question		Answer	Mark	Guidance
3	(b)	<p>ONE mark or each advantage of using project planning tools, 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 other valid response. 	4	<p>Candidates should reference examples of types of project planning tools for full marks.</p> <p>As long as one project management tool is mentioned the candidate can potentially get full marks owing to the fact that two different tools are not asked for in the question.</p> <p>To award two marks for each advantage there must be two clear points.</p>
4	(a)	<p>ONE mark for each disadvantage for traditional media regulators:</p> <p>e.g.</p> <ul style="list-style-type: none"> • One disadvantage is that it is difficult to regulate content such as images on private social media accounts unless there is a complaint. (1). • One disadvantage for regulators such as the BBFC is the fact that people upload content only suitable for over 18 year olds on pirate websites that can be downloaded by anyone (1) • Any other valid response. 	2	<p>Do not have to mention a regulator, but should reference contemporary wider problems, such as violent, sexual, explicit content being available online.</p>

Question		Answer	Mark	Guidance
4	(b)	<p>ONE mark for one advantage of , TWO marks for expansion, e.g.</p> <ul style="list-style-type: none"> • An advantage is that you can express your own views. (1) This allows you to engage in debate (1) with like-minded individuals (1). • An advantage is that you are able to post updates about your life to your friends and family (1). This means that you can engage in conversation about different topics (1) without the fear of being watched or censorship by the government. (1). • Any other valid response. 	3	<p>Don't credit disadvantages.</p> <p>Answer may include examples of the comparison of access to social media in different countries and ownership, such as Weibo v. Twitter.</p>
5		<p>Discussion of how two social media channels can be used to promote a reality TV show.</p> <p>Level 3 - 5-6 marks There will be a thorough discussion of how two social media channels have been used to promote a reality TV show. Use of examples are wholly appropriate.</p> <p>Level 2 – 3-4 marks There will be a sound discussion of how two social media channels can be used to promote a reality TV show. Use of examples are appropriate.</p> <p>Level 1 - 1-2 marks There will be a limited discussion of how two social media channels can be used to promote a reality TV show. 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 and reality programmes:</p> <ul style="list-style-type: none"> • Instagram is used to promote reality TV shows such as ITV2's Love Island. ITV use Instagram's video function to upload short teasers for the upcoming shows directly to the target age groups and fans of the show. Superdrug, that sponsors Love Island, promotes both the show its products through Instagram linking to the products the contestants are using on the show. • Twitter can be used to promote a reality show such as Dancing on Ice with hourly links and updates pushed on Twitter by both the contestants and ITV. For example, ITV will push links out on Twitter tagging the accounts of the contestants during rehearsals to create a buzz about the show.

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 to promote the flagship programme. 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 the flagship programme through of the online and traditional marketing There is a considered discussion of marketing channels that will target the audience. Suggestions for creative campaign content, key milestones 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 the flagship programme through of the online and traditional marketing. There is a reasonable discussion of marketing channels used to reach the audience. Suggestions for creative campaign content, key milestones and methods of gaining audience feedback mostly appropriate but there is limited justification.</p>	30	<p>The response will discuss:</p> <ul style="list-style-type: none"> • Ways that the programme could be promoted would be through short videos on Instagram, Facebook and Snapchat. • Social media and online distribution channels used to reach the audience e.g. <ul style="list-style-type: none"> - How Twitter would be used in terms of countdown to the launch of the streaming service. - How a Facebook page for both the service and the flagship programme could be used to create awareness and followers from a wider audience. - How Instagram and Snapchat might be used in terms of promoting the show with behind the scenes footage from 'Running from the Highlands' and by linking to the account of MJ Stafford. • Traditional approach with pop up ads, billboards, interactive TV and radio slots to target specific demographics and USP. • Use of collaboration with VooYou clothing – competition during the countdown top launch with spot the star / location in teaser trailers. • How social media aggregation tools form part of the marketing campaign planning. • Discussion of milestones and how to meet these targets using online tools. • How online comments can be used and when. • How audiences might respond to social media content.

Question	Answer	Mark	Guidance
	<p>Level 2 - 7-12 marks Campaign plans will include a basic understanding of how to promote the flagship programme through of the online and traditional marketing. There is some discussion of marketing channels used to reach the audience. Content ideas discussed are appropriate.</p> <p>Level 1 - 1-6 marks Campaign plans will include a limited understanding of how to promote the programme. 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> <p>(There are elements of synoptic knowledge in this question linked to Unit 1 – LO1 and Unit 2 – LO4)</p> <p>T – terms, theory EG – creative content, social media channels A – explaining and justification in relation to brief</p> <p>Can underline theory/terms, key examples, justification.</p> <p>Drawings are allowed re: production schedule, visualisation of logos Plan with key terms/content can be credited</p> <p>Must be a variety of social media channels discussed to get Level 5.</p> <p>Cannot achieve top L4 or L5 without blended campaign, e.g. traditional elements.</p>

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