

CAMBRIDGE TECHNICALS LEVEL 3 (2016)

Examiners' report

DIGITAL MEDIA

05843–05846, 05875

Unit 6 January 2022 series

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Introduction

Our examiners' reports are produced to offer constructive feedback on candidates' performance in the examinations. They provide useful guidance for future candidates.

The reports will include a general commentary on candidates' performance, identify technical aspects examined in the questions and highlight good performance and where performance could be improved. The reports will also explain aspects which caused difficulty and why the difficulties arose, whether through a lack of knowledge, poor examination technique, or any other identifiable and explainable reason.

Where overall performance on a question/question part was considered good, with no particular areas to highlight, these questions have not been included in the report.

A full copy of the question paper and the mark scheme can be downloaded from OCR.

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Unit 6 series overview

It was pleasing to see that centres have continued to use the online resources provided by OCR, the endorsed textbook and contemporary examples of well-chosen social media campaigns to support the teaching and learning of Unit 6 for candidates. Many responses to Section B were creative and well planned, with a marked improvement in the development of ideas for creative content and how the social media sales funnel can be used to structure a campaign.

<i>Candidates who did well on this paper generally did the following:</i>	<i>Candidates who did less well on this paper generally did the following:</i>
<ul style="list-style-type: none"> • Had revised the purpose and objectives of social media campaigns • Understood the target audiences, purposes and content of different social media channels. 	<ul style="list-style-type: none"> • Did not use examples of real social media campaigns/products to support their responses • Did not use key terms to support points to demonstrate wider understanding.

Section A overview

In this series it was noted that candidates were able to use theoretical key terms, such as crowdfunding and global village, to support points made. Many candidates had clearly undertaken individual research rather than citing teacher-led case studies.

Question 1 (a)

- 1 (a) Identify **three** social media channels that could be used by a record label to promote a new music album release.

1

2

3

[3]

Question 1 (b)

- (b) Explain why **one** of the social media channels identified in 1(a) would be suitable to promote a new music album.

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[3]

The most successful answers to Question 1 (a) demonstrated knowledge about which social media channels would be most appropriate to promote the release of a new album, thereby linking responses to context. Question 1 (b) was generally answered well, with many candidates providing examples of real music artists, including Little Mix and Ed Sheeran, and how tools such as Instagram were beneficial to them when they released their albums. Less successful answers did not answer the question in the context of an album release.

Question 2

2 Identify and explain **two** potential concerns associated with using online technologies, such as social media channels.

1

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2

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[4]

Again, many responses to this question were appropriate and real case study examples often used in explanations. Concerns such as cyberbullying, trolling, workplace problems, addiction and alienation were some of the correct answers given by candidates for this question.

Question 3

3 Celebrities can receive negative publicity on social media.

Identify and explain **two** examples of celebrities receiving negative publicity on social media platforms.

1

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2

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[4]

Many candidates were able to identify celebrities who had received negative publicity. The Kardashians, Donald Trump, Ellie Brown, Molly Mae Hague, Kayne West are just some examples of celebrities that were cited by candidates. Whilst knowledge of the case studies was good, those candidates that did not mention a specific social media channel could not be given full marks owing to the negative publicity also often being in national press. Centres should therefore remind candidates to be explicit when answering questions to ensure that they can fully access the mark scheme.

Question 4 (a)

- 4 (a) Ethical issues should be considered when using social media to promote products on a global scale.

Identify **two** ethical issues that should be considered before social media is used to promote a product globally.

1

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2

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[2]

Question 4 (b)

- (b) Explain how **one** of the ethical issues in **4(a)** could be addressed.

Use examples to support your answer.

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[3]

Whilst many candidates answered Question 4 (a) well, citing ethical issues such as 'causing offense to people in other countries, 'encouraging minors to uptake inappropriate activity' and 'reinforcing harmful stereotypes', some confused ethical issues with legal issues. Therefore, answers such as plagiarism and breach of copyright were incorrect.

For Question 4 (b) responses demonstrated an awareness of the need to be cautious about media content released in places such as Saudi Arabia. Others referenced China and North Korea's state-owned media to demonstrate understanding about where types of content can and cannot be distributed.

Question 5 (a)

5 (a) Identify **two** ways that online tools can be used to generate funding for a new project.

1

2

[2]

Answers to Question 5 (a) were often too vague to credit. Some candidates simply stated phrases such as 'crowdfunding' without using it in the context of the stem of the question. Successful answers wrote a sentence about the types of online tool that can be used, or how they are used to generate funding. Such answers included referencing Kickstarter and charity campaigns in their sentences.

Key point call out

Centres should be reminded to encourage candidates to write in full sentences so that the full requirements of the question can be accessed.

Question 5 (b)

(b) Explain **one** advantage of using social media to source personnel for a new project.

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

Many candidates cited LinkedIn and Indeed.com for this question and discussed the advantage of an online portfolio or a digital CV as a means of vetting job applicants and seeing reviews about them. Other candidates demonstrated their knowledge about the key term 'crowdsourcing' and referenced how prosumers with specialist skills can be found for a specific project.

Question 6

- 6 Identify **two** social media channels that have been used to successfully promote the release of a film you have studied.

Explain how each channel contributed to the film's release.

Use examples to support your answer.

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[6]

Most candidates responded extremely well to this question and had clearly been encouraged to investigate case studies of films with interesting social media campaigns. Some good examples used were *Deadpool*, *Mad Max*, *The Hunger Games* and *Avengers: End Game* and how competitions, filters, actors' accounts and character accounts were set up across different social media to support teasers and theatrical trailers. Less successful answers lacked the depth needed to demonstrate knowledge of how the social media channel was used, or incorrectly referenced television programmes such as *Game of Thrones* and *Love Island*.

Section B overview

This series continued to show an increase in the number of candidates reaching the top mark bands. Campaign objectives are increasingly referred to in order to structure responses.

Question 7

TVB Gaming is a UK games production company who are launching an online, immersive video game called 'Holiday Romance'. The game is set in a fictional holiday resort on the holiday island of Tenerife. It will appeal to both male and female gamers, aged 20-30 years old, who are looking to find love. The game will be rated PEGI 18.

The game will feature checkpoints, challenges and have the option of purchasing in-game add-ons, such as clothing. The overall winners of the game will win a real holiday in Tenerife.

Online fashion company Screen Wear and high street cosmetic company Fresh Look are sponsoring the game.

The game is due to launch in six months' time and new levels will be released every week for 8 weeks.

TVB Gaming want to launch a full social media campaign next month. Facebook, Twitter, Snapchat and Instagram accounts have been set up.

7* Develop a social media marketing campaign that will generate interest in the 'Holiday Romance' game.

You must include:

- Promoting the key objectives of the game.
- Main online and social media channels that will target your audience to make them aware of the new game.
- Ideas for creative content that includes demonstrating some of the game challenges.
- Gaining audience feedback and evaluating responses.

You should justify your choices and decisions made.

[30]

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Question 7 required candidates to create a social media marketing campaign for a new dating game app called 'Holiday Romance'. Successful answers were creative in terms of thinking about content that could be used across different social media channels at different times of the campaign. These included matching games as part of challenges, competitions and giveaways with content from sponsors, use of key influencers who have appeared on similar shows, blended campaigns with radio and television and use of mascots. Crucially, Level 5 answers demonstrated an understanding of when certain social media channels were used as part of a sixth month campaign, and which content would be most effective to put on each different channel to reach a specific target audience and still achieve the same objective and sell the same USP.

Key terms such as UGC, synergy, global village, Wikinomics, folksonomy, social media aggregation, social media metrics and SEO were commonly used by candidates to demonstrate their wider understanding. In this series it was also pleasing to see that candidates understood how audience response to a call to action is measured and how it can be used to inform decision making at the next stage of the campaign.

Candidates that also based their work on the stages of the social media sales funnel were extremely well-structured and covered the criteria. Less successful answers gave examples of more generic content to promote the game, such as a trailer being distributed on Twitter and sponsors giving 10% off clothes. Those that did not address all aspects of the question stem, such as ways in which audience feedback can be measured, also lacked the depth required. Centres are encouraged to show candidates a wide range of creative social media campaigns that show the types of multimedia content that is used across different social media channels as part of teaching and learning of the unit.

	<p>OCR support</p>	<p>Key terms for Section B are found in both the textbook and the delivery guide for Unit 6 to support students' understanding of how to create and develop the stages of a social media campaign.</p> <p>Cambridge Technicals in Digital Media Delivery Guide: Unit 6 – Social media and globalisation (ocr.org.uk)</p>
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