Cambridge Technicals
Digital Media

Unit 6: Social media and globalisation

Level 3 Cambridge Technical in Digital Media
05843 – 05846 & 05875

Mark Scheme for January 2023

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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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MARKING INSTRUCTIONS

FOR MARKING
RM ASSESSOR

1. Make sure that you have accessed and completed the relevant training packages for on-screen marking: *RM Assessor, Assessor Online Training*; *OCR Essential Guide to Marking*.

2. Make sure that you have read and understood the mark scheme and the question paper for this unit. These are posted on the RM Cambridge Assessment Support Portal http://www.rm.com/support/ca

3. Log-in to RM Assessor and mark the **required number** of practice responses ("scripts") and the **number of required** standardisation responses.

YOU MUST MARK 10 PRACTICE AND 10 STANDARDISATION RESPONSES BEFORE YOU CAN BE APPROVED TO MARK LIVE SCRIPTS.

MARKING

1. Mark strictly to the mark scheme.

2. Marks awarded must relate directly to the marking criteria.

3. The schedule of dates is very important. It is essential that you meet the RM Assessor 50% and 100% (traditional 40% Batch 1 and 100% Batch 2) deadlines. If you experience problems, you must contact your Team Leader (Supervisor) without delay.

4. If you are in any doubt about applying the mark scheme, consult your Team Leader by telephone or the RM Assessor messaging system, or by email.

5. **Crossed Out Responses**
   Where a candidate has crossed out a response and provided a clear alternative then the crossed-out response is not marked. Where no alternative response has been provided, examiners may give candidates the benefit of the doubt and mark the crossed-out response where legible.

   Rubric Error Responses – Optional Questions
   Where candidates have a choice of questions across a whole paper or a whole section and have provided more answers than required, then all responses are marked and the highest mark allowable within the rubric is given. (The underlying assumption is that the candidate has penalised themselves by attempting more questions than necessary in the time allowed.)

Contradictory Responses
When a candidate provides contradictory responses, then no mark should be awarded, even if one of the answers is correct.

Short Answer Questions (requiring only a list by way of a response, usually worth only **one mark per response**)
Where candidates are required to provide a set number of short answer responses then only the set number of responses should be marked. The response space should be marked from left to right on each line and then line by line until the required number of responses have been considered. The remaining responses should not then be marked. Examiners will have to apply judgement as to whether a 'second response' on a line is a development of the 'first response', rather than a separate, discrete response. (The underlying assumption is that the candidate is attempting to hedge their bets and therefore getting undue benefit rather than engaging with the question and giving the most relevant/correct responses.)

Short Answer Questions (requiring a more developed response, worth **two or more marks**)
If the candidates are required to provide a description of, say, three items or factors and four items or factors are provided, then mark on a similar basis – that is downwards (as it is unlikely in this situation that a candidate will provide more than one response in each section of the response space.)

Longer Answer Questions (requiring a developed response)
Where candidates have provided two (or more) responses to a medium or high tariff question which only required a single (developed) response and not crossed out the first response, then only the first response should be marked. Examiners will need to apply professional judgement as to whether the second (or a subsequent) response is a 'new start' or simply a poorly expressed continuation of the first response.

6. Always check the pages (and additional objects if present) at the end of the response in case any answers have been continued there. If the candidate has continued an answer, there then add a tick to confirm that the work has been seen.

7. Award No Response (NR) if:
   • there is nothing written in the answer space.

   Award Zero '0' if:
   • anything is written in the answer space and is not worthy of credit (this includes text and symbols).

   Team Leaders must confirm the correct use of the NR button with their markers before live marking commences and should check this when reviewing scripts.

8.   The RM Assessor **comments box** is used by your team leader to explain the marking of the practice responses. Please refer to these comments when checking your practice responses. **Do not use the comments box for any other reason.**
If you have any questions or comments for your team leader, use the phone, the RM Assessor messaging system, or e-mail.

9.   Assistant Examiners will send a brief report on the performance of candidates to their Team Leader (Supervisor) via email by the end of the marking period. The report should contain notes on particular strengths displayed as well as common errors or weaknesses. Constructive criticism of the question paper/mark scheme is also appreciated.

10.   For answers marked by levels of response:
a.   **To determine the level** – start at the highest level and work down until you reach the level that matches the answer
b.   **To determine the mark within the level**, consider the following:

Descriptor	Award mark
On the borderline of this level and the one below	At bottom of level
Just enough achievement on balance for this level	Above bottom and either below middle or at middle of level (depending on number of marks available)
Meets the criteria but with some slight inconsistency	Above middle and either below top of level or at middle of level (depending on number of marks available)
Consistently meets the criteria for this level	At top of level

11. **Annotations**

Annotation	Meaning of annotation
?	Unclear
A	Explanation, analysis, argument
BP	Blank page
BOD	Benefit of Doubt
TV	Too vague
✗	Cross
EG	Use of examples
L1	Level 1
L2	Level 2
L3	Level 3
L4	Level 4
L5	Level 5
NAQ	Not answered question
≈	Not relevant to specific question
R	Rubric
S	Stimulus
T	Terminology/Theory

Annotation	Meaning of annotation
	Tick
	Excellent point
	Omission mark

Question			Answer	Mark	Guidance
Section A					
1	**(a)**		ONE mark per method, e.g. (max 3 marks) • Sharing video trailers of the game on Instagram (1) • Tweeting positive reviews of the game to fans (1) • News updates and release dates on Twitter (1) • Any other valid response.	3	The response does not have to mention the social media channel but must identify a valid method If a social media channel is named e.g Twitter as a one word answer but is unsupported by a method, don't credit. Accept one word answers if it is a valid **method**
1	**(b)**		ONE mark for the way one reason in 1a is beneficial for media industries, TWO marks for expansion: e.g. • To specifically target gaming fans (1), who follow the production company or franchise (1) who are the most likely to buy the game. (1). • To reach a younger age demographic (1) who are most likely to access social media (1) and interact with content, such as re-sharing (1). • Any other valid response.	3	Answers are likely to reference age, targeting gaming fans and saving on more expensive advertising methods.
2	**(a)**		ONE mark for suitable method of getting funding, TWO marks for expansion, e.g. • Crowdfunding websites (1) that allow members of the public to donate to ideas (1) after links to the information are shared on social media (1). • Demonstrations of prototypes on video social media channels (1) that can be targeted to specific selected investors (1) who work in the same industry sector (1). • Any other valid response.	3	GoFundMe, Kickstarter, YouTube and Instagram may be referenced but explicit examples are not required to gain three marks. Accept crowdfunding for one mark

	Question		Answer	Mark	Guidance
2	**(b)**		ONE mark for social media channel, TWO marks for expansion, e.g. • LinkedIn (1) allows recruiters to put in specific industry skills required (1) and endorsements or references by previous employers are published on a candidate information page (1). • Twitter (1) can allow recruiters to see the types of businesses a person follows/hobbies they have/ideologies (1) meaning there is information available about their interests and suitability for a specific position that relate to a position (1). • Any other valid response.	3	There must be a specific example of a social media channel for all three marks. **Do not credit:** **Indeed** - this is a search engine not a social media channel **Fiverr** – a website search engine **Tik Tok; Snapchat;** these are not an accepted personnel recruitment sites mainly due to target demographic. **Instagram and Facebook** – credit if the responses are specifically related to recruitment of personnel and answer the question.
3	**(a)**		ONE mark for each potential problem, e.g. (max 2 marks) • No access to Facebook or Twitter (1). • Anti-government posts will be banned (1). • Government controls content that can be posted (1) • Censorship (1) • Any other valid response	2	Answers are likely to reference the Chinese government's strict control of the media. Don't accept cyberbullying / trolling
3	**(b)**		THREE marks for explanation, ONE mark for real example, e.g. • Allows for collaboration with staff across the world (1) so different/ specialist skills can be accessed (1) meaning a wider range of talent can be tapped into during production (1). This was evident during Disney's remake of The Jungle Book (2016) where specialist Indian photographers were used to capture the landscapes (1). • Unsuccessful domestic brands can be re-launched into new, global marketplaces (1) to maximise profit (1) and diversify the brand (1). This was evident when Disney's Duffy Bear was introduced to Oriental Land at Tokyo Disney Land after being unsuccessful in America (1). • Any other valid response	4	For full marks a real media product must be referenced. don't credit non media products such as: cars; make up; drinks, clothes, macdonalds etc unless they are specifically linked to a media product e.g a TV advert for the company.

Question	Answer	Mark	Guidance
4	ONE mark for online tool, ONE mark for expansion, e.g. (max 4 marks) • Project management systems, such as Apollo, (1) allow calendars and production schedules to be viewed and updated by staff without having calendars without having to work at the office (1). • Video conferencing systems, such as Zoom, (1) allow for virtual meetings to be held that can be recorded so key decisions can be revisited by absent staff (1). • Any other valid response	4	Must give an example for full marks. If not sure the example is a valid online tool, check. Here are some examples: • Trello • Slack • Google Drive • MS Teams • Monday.com • ClickUp • Basecamp • Asana • Hootsuite • Jamboard • Online Calendar Credit digital media moodboards e.g Pinterest if the explanation relates to planning, production and collaboration Don't accept Excel; Microsoft forms / sheets; Gannt charts; Outlook, these are part of Microsoft and are not online systems.
5	Comparison of how **two** social media channels could be used to promote an online live music event. **Level 3 - 6-8 marks** There will be a **thorough** comparison of how two social media channels can be used to promote an online live music event. Use of examples are **wholly appropriate**.	8	As part of this answer candidates are likely to discuss a range of comparisons of the different social media channels, e.g. • Instagram's video function can be used to show short videos of previous gigs of artists playing at the event to generate interest by the events company. Whereas personal or official Twitter accounts of band members might be used to advertise dates, ticket sales or links to promotional interviews on websites.

Question			Answer	Mark	Guidance
			Level 2 – 3-5 marks There will be a **sound** comparison of how two social media channels can be used to promote an online live music event. Use of examples are **appropriate**. **Level 1 - 1-2 marks** There will be a **limited** comparison of how two social media channels can be used to promote an online live music event. Use of examples are **sometimes appropriate**. **0 marks** – response not worthy of any credit. If a candidate only discusses one social media channel, then marks are capped to **four**.		Do not award marks for the social media channel. Marks are awarded for the comparison and the ways they can be used **Annotations** Highlight specific social media channel being discussed Use ticks to indicate credit for the methods, and comparisons.

Question	Answer	Mark	Guidance
Section B			

6*	**Level 5 - 25-30 marks**
	Campaign plans will include an **excellent** understanding of how social media can be used to market the programme. There is a **comprehensive** discussion of marketing channels that will target the audience. Suggestions for creative campaign content and key milestones and deadlines 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.
	
	Level 4 - 19-24 marks
	Campaign plans will include a **good** understanding of how social media can be used to market the programme. There is a **considered** discussion of marketing channels that will target the audience. Suggestions for creative campaign content and key milestones and deadlines 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.
	
	Level 3 - 13-18 marks
	Campaign plans will include a **sound** understanding of how social media can be used to market the programme. There is **a reasonable** discussion of marketing channels used to reach the audience. Suggestions for creative campaign content and key milestones and deadlines are **mostly appropriate** but there is **limited justification.**
		30	**Annotations as follows**:
			Highlight = Time / Milestones
			T = Terminology / Theory
			Eg = Methods of marketing and marketing channels
			A = Justification / discussion of methods
			S = stimulus
			
			The response will discuss:
			• Ways that the programme could be promoted would be through short trailers/interviews with key cast on Instagram, Facebook and Snapchat.
			• Social media and online distribution channels used to reach the audience e.g.
			  - How Twitter would be used in terms of countdown to the launch of the programme with different competitions from the sponsor, Tribal, to engage audiences.
			  - How a Facebook might be used to target different age group than Instagram.
			  - How the narrative and genre is promoted through house style, previews on TV guide websites and links to interviews with actors.
			• How social media aggregation tools form part of the marketing campaign planning.
			• Discussion of milestones and how to meet these targets using online tools.
			
			Credit should also be given for:
			• Legal, regulatory and ethical issues
			• How online comments can be used and when.
			• How audiences might respond to social media content.
			• Blended marketing approaches

Question	Answer	Mark	Guidance
	Level 2 - 7-12 marks Campaign plans will include a **basic** understanding of how social media can be used to market the programme. There is **some** discussion of marketing channels used to reach the audience. Content ideas discussed are **appropriate**. **Level 1 - 1-6 marks** Campaign plans will include a **limited** understanding of how social media can be used to market the programme. There is a **limited** discussion of marketing channels used to reach the audience. Content discus ideas discussed are **sometimes appropriate.** **0 marks** – response not worthy of any credit.		For a Level 5 answer the ideas will be justified with reference to the case study goals, content and promoting the programme launch. (There are elements of synoptic knowledge in this question linked to Unit 1 – LO1 and Unit 2 – LO4) **Some examples of Terminology / Phrases which can be credited:** Semantic Web Sales Funnel Generate Leads Build credibility Stay top of mind Drive to the sweet spot Earn referrals Strengthen relationship Sentiment analysis Brand Identity Synergy USP Folksonomy Digital Natives Niche Audience Mode of Address Data Management Algorithm Hashtags Content metrics Google analytics Social media aggregation Tagging Trending

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