Cambridge Technicals

Digital Media

Unit 6: Social media and globalisation

Level 3 Cambridge Technical in Digital Media

05843 – 05846 & 05875

Mark Scheme for January 2025

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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

PREPARATION FOR MARKING

RM ASSESSOR

1. Make sure that you have accessed and completed the relevant training packages for on-screen marking: *RM 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 available in RM Assessor

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

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, email or via the RM Assessor messaging system.

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 question 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. Enter a mark for each question answered into RM Assessor,

which will select the highest mark from those awarded. *(The underlying assumption is that the candidate has penalised themselves by attempting more questions than necessary in the time allowed.)*

Multiple-Choice Question Responses
When a multiple-choice question has only a single, correct response and a candidate provides two responses (even if one of these responses is correct), then no mark should be awarded (as it is not possible to determine which was the first response selected by the candidate).
When a question requires candidates to select more than one option/multiple options, then local marking arrangements need to ensure consistency of approach.

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 the annotation 'SEEN' to confirm that the work has been seen and mark any responses

using the annotations in section 11.

7.   There is a NR (**No Response**) option. Award NR (No Response):

-      if there is nothing written at all in the answer space

-      OR if there is a comment which does not in any way relate to the question (e.g., 'can't do', 'don't know')

-      OR if there is a mark (e.g., a dash, a question mark) which is not an attempt at the question.

Note: Award 0 marks – for an attempt that earns no credit (including copying out the question).

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.**

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.*

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
A	Explanation, analysis, argument
BP	Blank page
BOD	Benefit of Doubt
✖	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
T	Terminology/Theory
✔	Tick

Question			Answer	Mark	Guidance
SECTION A				
1	**(a)**		ONE mark per feature, e.g. • Instant messenger function (1) • Tagging another person in posts/photos (1) • Sharing links with another person (1) • Sending voice notes (1) • Group messaging (1) • Any other valid response.	4	Any plausible way in which social media channels allow users to contact one another **Do not credit** • mention of platform unless the feature has been identified / explained • email / text message – these are not features of social media • Video call unless linked to a social feature eg WhatsApp / Messenger • Generalised reference to "Post" unless explained • Facetime because this is not social media it's the brand name for Apple's video call **Credit Bod + tick** If the same feature is identified but for four different social media channels.
1	**(b)**		ONE mark per link, TWO marks for expansion, e.g. • By being able to contact audiences on the other side of the globe (1) by sharing messages and updates on social media channels (1) about new media products (1) • Products can be advertised to larger audiences (1) despite language barriers (1) owing to automatic translation features in social media apps (1). • Any other valid response.	3	Responses are likely to discuss how social media channels can be accessed globally Expansion can include a definition of global reach. If a definition is provided **credit one mark**. There is no requirement to provide an example. If an example is provided which clearly explains the expansion, **credit one mark**

Question				Answer	Mark	Guidance
1	**(c)**			ONE mark per advantage, e.g. • Social media aggregation to save time (1) • Analysis of audience engagement (1) • Streamlining of messages (1) • Use of hashtags (1) • Interactive content (1) • Any other valid response.	2	Response are likely to be varied e.g • Citizen journalism • Vertical integration • Live streams • Data analysis • Audience measurement techniques (SEO) • Sentiment analysis Some answers may be too generalised to be credited e.g "promotion" / "brand recognition" / "advertising. For these responses annotate as **TV** (too vague) **Credit** one word answers **if** specific to a function of social media e.g crowd sourcing / crowd funding

Question			Answer	Mark	Guidance
2	**(a)**		THREE marks for explanation and expansion, e.g. • There is no direct regulation on social media (1) with no overall body monitoring usage and content (1) with it being left to being self-policed by the social media companies themselves. (1) • People being mindful about the content that they share (1) so that they are not offensive or harmful to others (1) in order so that they are not at risk of breaking the law (1). • An individual user needs to think about what they post or share online (1) in order so that fake news or offensive messages are not spread (1) as this could lead to cyberbullying or moral panics (1) • Any other valid response.	3	Accept a range of responses that show candidates understanding of regulation in its wider sense, including links between regulation and ethical issues e.g freedom of speech v hate speech Ideas referenced may include - Fake news and offence - Moral panics - Freedom of speech - Ofcom's Online Safety Bill - IPSO - Non disclosed advertising (ASA) - PEGI – online games - Case studies – Elon Musk, Donald Trump, Kanye West and accept these as expansion. **Do not credit** copyright

Question			Answer	Mark	Guidance
2	**(b)**		ONE mark for identification; TWO marks for explanation and expansion, ONE mark for example, e.g. • Information has been spread wider than a local area (1) allowing issues to be raised on a wider front (1) increasing the awareness of the issue and generating support (1). BLM became a hashtag following a Facebook post (1) • A natural disaster may cause communication technology to be damaged (1). Social media does not require a strong/stable signal (1) for users to communicate that they are ok (1) Facebook allow people to check-in, so family/friends know individuals are safe (1) • There is now wider access to educational materials (1) which has allowed more skills to be developed by people (1). This has increased their employability chances (1) YouTube contains a wide range of videos that can be accessed for free, teaching people various skills from programming to plumbing (1) • Any other valid response.	4	For full marks an appropriate example should be provided that plausibly explains positive impact. **Annotations – Highlight the example** **CAP at THREE** if no example is provided **Do not accept** any fund raising as the main impact e.g crowd funding as excluded in the question and asked about later in Q4 **Accept** • Crowd sourcing (this is not a funding process) • Globalisation (this is a positive impact)

Question			Answer	Mark	Guidance

3			ONE mark for each regulator, e.g. (MAX 2 marks)
			
			• IPSO (1)
			• ASA (1)
			• Any other valid response
				2	These are relevant to content being posted for payment be it in money or gift
					
					The answer must be a regulatory body, not a regulatory consideration e.g libel; slander
					
					Accept
					   • Ofcom
					   • CMA (competition and markets authority)
					   • PEGI
					   • ICO (Trading standards)
					   • BBFC
					   • MPAA
					   • FCC

Question			Answer	Mark	Guidance
4			ONE mark for method used to generate funding, ONE mark for explanation, e.g. (MAX 4 marks) • Crowdfunding sites (1) like Kickstarter allow for ideas to be pitched that outline the clear benefits of investment into a new product (1). • Easy to reach famous influencers to endorse a new product (1) who are likely to already have a substantial following to encourage others to invest or donate to a project idea (1) • Any other suitable response	4	Responses may include reference to: - crowdfunding websites (Go Fund Me etc.), - influencers - direct link to a PayPal / bank account so easy for users to invest. - sponsorship

Question	Answer	Mark	Guidance
	SECTION B		
5	Discussion of how **two social media channels** have been used to create synergy when advertising **a video game** **Level 3 (6-8 marks)** There will be a thorough discussion of how **two social media channels** have been used to create synergy when advertising **a video game.** Use of examples are wholly appropriate. **Level 2 (3-5 marks)** There will be a sound discussion of how **two social media channels** have been used to create synergy when advertising **a video game.** Use of examples are appropriate. **Level 1 (1-2 marks)** There will be a limited discussion of how **two social media channels** have been used to create synergy when advertising **a video game.** Use of examples are sometimes appropriate. **0 marks** Response is not worthy of any credit.	8	If only **one social media channel is identified**, the response is not answering the question therefore cannot be credited and should be annotated as **NAQ** If there are two social media channels but no examples **cap to 2 marks (L1)** **Annotations:** • Highlight each social media channel • Highlight and tick any examples • Highlight reference to synergy • Use ticks to indicate where marks have been credited. **Responses may include but are not limited to**: • Comparison between social media channels • Discussion of the marketing routes used • Examples of marketing techniques used to create synergy • Use of influencers • Players being sponsored • Esports • A definition of synergy in relation to the use of social media

Question	Answer	Mark	Guidance
6*	**Level 5 (25-30 marks)** Campaign plans will include an excellent understanding of how social media can be used to market the store. 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 store. 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 store. There is a	30	**Annotations** **T** – Terms; theory / regulator (eg ASA) **EG** – Creative content / social media channels **A** - explaining and justification in relation to brief **S** – if elements of the brief are used **The Level awarded** should be added to the script. **Do not credit** • social media channels which are listed but not explained in relation to the brief • generalised comment about social media activities eg "posting" if the social media platform is not identified **Highlight** • Key terms • Relevant mention of social media channels • Milestones **Typically, in this series, a High level 5 response (27 - 30) would include:** • Campaign content is consistently relevant to the question and appropriate for the selected social media platform • Use of terms and theory will be used accurately and fully justified in the context of the question • Consistent reference to milestones with relevant activities **Typically, in this series, a High level 4 response (22 - 24) would include:** • Campaign content is relevant to the question and appropriate for the selected social media platform • Accurate use of terms and / or theory in the context of the question • Reference to milestones will contain reference to relevant activities

Question			Answer	Mark	Guidance
			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. **Level 2 (7-12 marks)** Campaign plans will include a basic understanding of how social media can be used to market the store. 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 store There is a limited discussion of marketing channels used to reach the audience. Content ideas discussed are sometimes appropriate. **0 marks** Response is not worthy of any credit.		**Some examples of Terminology / Phrases may include but are not limited to:** • Algorithm • Analytics • Brand Identity • Build credibility • Content metrics • Correct L+E terminology • Data Management • Digital Immigrants • Digital Natives • Drive to the sweet spot • Earn referrals • Electronic Agora • Folksonomy • Generate Leads • Hashtags (term not the symbol) • Mode of Address • Niche Audience • QR codes • Sales Funnel • Semantic Web • Sentiment analysis • Social media aggregation • Stay top of mind • Strengthen relationship • Synergy • Tagging • Taxonomy • Trending • USP • Viral Marketing

Question			Answer	Mark	Guidance
					• Wikinomics **The response may discuss but is not limited to**: • Ways that the store can be promoted to different ages across Instagram, Facebook, TikTok and Snapchat. • Social media and online distribution channels used to reach the audience e.g. - How X (Twitter) would be used in terms of countdown to the launch of the store with different competitions from technology partners such as Bang and Olufsen or Project to engage audiences. • How radio stations might launch competitions to win rare vinyl. • How the store communicates its unique selling point and look at advantages over streaming services such as Spotify • How the house style and brand might be communicated across platforms. • Key milestones about when to release content – e.g. what teaser content could be released in month one to promote the Oxford street store? How might this differ from content in month three when discussing the stores in Edinburgh and Manchester? • How social media aggregation and sync marketing tools such as Social Sprout form part of the marketing campaign planning. • How audiences might respond to social media content – Facebook comments and engagement with X (Twitter) posts (SEO), planned timescale for feedback on the launch

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