

CAMBRIDGE TECHNICALS LEVEL 3 (2016)

Examiners' report

DIGITAL MEDIA

**OCR Level 3 Cambridge Technical
in Digital Media**

Certificate: 05843

Extended Certificate: 05844

Foundation Diploma: 05845

Diploma: 05846

Extended Diploma: 05875

Unit 6 Summer 2025 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.

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Unit 6 series overview

It was pleasing to see that centres continue to use the resources provided by OCR, the endorsed textbook, and contemporary examples of social media campaigns, to support the teaching and learning of Unit 6 for candidates. 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.

Candidates who did well on this paper generally:	Candidates who did less well on this paper generally:
• demonstrated good knowledge of how social media channels might be used to report a news story, making effective use of examples to support their points • had a good understanding of the ways in which bias and ideology can affect social media content • understood that social media platforms attract different audiences and were able to use this knowledge in their response to Question 6.	• struggled to identify how a news story was reported by two social media channels • did not have an awareness of content that would make a social media campaign successful • were unable to identify four social media products which could be used to distribute a television programme.

Section A overview

In this series it was evident that candidates had a good understanding of the personal uses of social media and were able to explain how media producers benefit from using social media as a source of funding. It was noted that candidates had revised globalisation and social media and were able to offer successful responses to this question. There were times when it appeared that candidates had not fully read the question and so were unable to access the full range of marks.

Question 1 (a)

1

(a) Identify **four** social media products used by media industries to distribute television programmes.

1

2

3

4

[4]

There were mixed responses to this question. Many candidates were able to get at least 2 marks, with the most popular responses being Facebook and Instagram. Less successful candidates offered X (formerly Twitter) or Snapchat, both of which have very short video length and so would not have the capacity to carry a television programme. Some candidates mis-read the question and suggested streaming platforms such as Netflix or Amazon Prime, so could not access the marks.

Question 1 (b)

(b) Identify **two** personal uses of social media.

1

.....

2

.....

[2]

Most of the candidates were able to get 2 marks for this question. The most popular responses were entertainment, communication and keeping up with family and friends.

Question 1 (c)

- (c) Identify and explain **one** reason why the concept of globalisation can be linked to the use of social media technologies.

.....

.....

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.....

..... [3]

Most candidates were able to explain what globalisation meant, with the more successful ones building on their response to explore the way social media technologies can be used by businesses to collaborate with other companies without the need to travel. Less successful candidates offered explanations that before social media people couldn't contact people in other countries or suggested that social media was used by everyone across the world, both of which are inaccurate.

Question 2 (a)

2

- (a) Explain how media producers have benefitted from a greater **generation of funding** from social media use.

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..... [3]

This question was answered well with many candidates able to achieve at least 2 marks. The most common responses were those which offered the fact that social media technologies offer the opportunity for crowdfunding. Others discussed the use of celebrity influencers as a means of generating funding.

Question 2 (b)

- (b) Identify and explain **one** way that bias and ideology might have an impact on the content posted across social media channels.

Use an example from **social media content you have studied** to support your answer.

Social media example:

.....

.....

.....

.....

..... [4]

This question proved to be challenging for many candidates and it was the one which was omitted the most. Popular responses included Donald Trump, Andrew Tate, Elon Musk and the Black Lives Matter movement, with candidates exploring how they were able to influence audiences by the things they posted and how this was spread by their followers. The most common reason for not getting a mark was discussing ideology and bias in a generalised way and not supporting ideas with specific social media content.

Exemplar 1

Social media example: ...X.....

As X is ran by Elon Musk, the content that is allowed on this platform can often be bias and supportive of right wing ideology, allowing hateful posts and assumptions against minorities, including LGBTQ+ and left wing. This can lead to harmful things such as Cultivation, ~~too~~ as users will be seeing hateful posts over and over again, and may believe that these 'facts' or opinions are correct and they should be like that too. It could also desensitise audiences, as after seeing these hurtful ideologies, especially from people as important as Elon Musk, over and over may make them believe that these radical thoughts are normal. [4]

Exemplar 1 shows very good understanding of the role of influencers such as Elon Musk and how they can use social media channels, in this case X to promote their own forms of bias and ideology. It makes good use of audience effects theory, identifying the role of cultivation and desensitisation in perpetuating bias and ideology and therefore impacting on audiences' ability to challenge these ideas.

Question 3

3 Identify **two** online project planning tools that industry professionals could use to collaborate with team members.

1

2 [2]

Most candidates were able to get 2 marks for this question. The most popular responses were Microsoft Teams, Monday.com, Hive and Slack.

Question 4

- 4 Explain how **two** social media marketing campaigns for films you have studied targeted their audience.

1

.....

.....

.....

2

.....

.....

.....

[4]

There was a mixed response to this question. Many candidates were able to get at least 2 marks for the question, using examples such as *The Hunger Games* and Facebook, and *Barbie* creating an AI selfie generator for Instagram. The most common reason for not achieving marks for this question was not reading the question fully with some candidates discussing how the films were marketed but not including any reference to the social media campaign.

There were also a few candidates who discussed social media campaigns for films which were made before social media channels were created, such as suggesting that *The Dark Knight* Harvey Dent campaign (2008) was promoted via Instagram (2010).

Assessment for learning



Centres could prepare candidates for this and other questions through the study of specific case studies. Examples of films which have used social media successfully are *The Wolverine* and *Barbie*.

The Wolverine created a campaign called 'Wolverine Declassified'. The premise of this was recently 'declassified' documents about Logan's life had been hidden across five different platforms and fans were invited to search for and discover them in a social media treasure hunt.

Barbie used an AI selfie generator, allowing fans to insert themselves into the poster and share it on Instagram. They also created challenges and dances on TikTok.

OCR support



The Hunger Games campaign can be found in the OCR endorsed [Digital Media textbook](#).

Question 5

- 5 Discuss how **two** social media products have been used to communicate **one** news story to audiences.

Use examples to support your answer.

News story:

[8]

Many candidates found this question challenging, with several not moving beyond Level 1. Successful candidates selected news stories which were most relevant to social media. Common examples included the Southport stabbings, with candidates discussing how the use of X and Instagram fuelled the riots and encouraged racist responses. Another popular example was the development of the Black Lives Matter movement following the reporting of the murder of George Floyd.

The main reason for candidates not achieving marks was due to presenting general comments about how social media channels could report news stories but not making any reference to specific news content.

As with Question 4, there were some instances where news items were used which happened before social media was created. The Jamie Bulger case (1993) and the Columbine shootings (1999) were discussed as being reported via Twitter (2006) and TikTok (2016). This highlights the need for centres to provide candidates with up to date case studies.

Assessment for learning



Centres could encourage candidates to select a news story and follow it on two social media platforms, making notes of specific tweets, or comments which have perpetuated the story. For example, candidates may find it useful to analyse the news reporting of the Southport Riots, where much of the blame for the escalation of the unrest was placed on social media. Another case study candidates could explore is the part played by social media in amplifying the message and connecting supporters in the Black Lives Matter movement.

Section B overview

This series continued to show that candidates had been taught the specific elements of the social media sales funnel and were able to use relevant terminology to explore how they would develop the social media marketing campaign for 'VicDocuRadio'.

Question 6*

VicDocuRadio is a new, commercial radio station, focused on the broadcasting of biographical and music documentaries.

The primary target audience is 24–55-year-old adults interested in niche and mainstream musicians.

VicDocuRadio want a social media marketing campaign to promote the launch of the station in six months' time.

The campaign will link to the social media accounts of well-known music journalists, Kai Douglas and Jamila Hutton, who will be presenters.

VicDocuRadio have sponsorship from the music channel AutoTune TV and clothing company RetroMusic Co. Fashion.

- 6*** Develop a social media marketing campaign that will promote the launch of the VicDocuRadio station.

In your campaign, you must include the following aspects:

- creative content for the campaign and key milestones when releasing it
- social media channels used to reach the full age range of the target audience
- use of marketing tools to maximise the success of the key objectives of the campaign and monitor engagement.

You should justify your choices and decisions made.

[30]

Responses to this question were more mixed than in previous series. The most successful responses were those which used the social media sales funnel as the basis for their response and were able to differentiate their ideas for specific social media platforms.

It was pleasing to see candidates demonstrating their creativity in terms of thinking about content that could be used across different social media channels at different times of the campaign with Facebook Reels and adverts; behind the scenes videos on Instagram Features and polls and live audio on X.

There were also references to using folksonomy by tagging content such as podcasts and key words. It was good to see candidates differentiating between social media platforms to attract the named target audience.

Less successful responses came from candidates who discussed social media as a whole and did not differentiate between platforms e.g. 'I will post across all social medias' or suggested ideas such as 'create a trailer' but did not expand to discuss which social media platforms would be used and why and so were restricted to Level 1 'limited understanding'.

Several candidates presented a generalised response, listing the elements of the social media sales funnel, with little reference to the question or the scenario presented to them, suggesting they had planned their answer beforehand which is not advisable.

A few candidates spent time discussing the pre-production planning they would undertake, specific elements of a blended campaign with emphasis on traditional advertising, or discussing legal and ethical issues, all of which were not relevant for this question.

Assessment for learning



When creating their social media content, candidates should be aware of the different audiences which use different platforms and tailor their content ideas and examples to these audiences. They should support these ideas with theoretical concepts such as the social media sales funnel. Centres may find it useful to explore successful social media campaigns such as those for Compare the Market or Duolingo

OCR support



A guide to planning and managing a social media campaign can be found in the OCR endorsed [Digital Media textbook](#).

Exemplar 2

Vic Docu Radio's target audience features a psychographic of niche and mainstream music enthusiasts, as well as a broader demographic of 24-55 year olds. To target this specific audience, I will use the social media sales funnel as structure for this marketing campaign.

I'll start this campaign in May by generating leads for the brand. I'll set up the social media channels to promote the station, primarily Facebook and Instagram, and use a strong brand identity of bold red and blue colours and radio based iconography across all platforms to create synergy. To target the younger end of digital natives, I will use

Instagram to promote the Station. By using Wikimetrics (openness), I will focus on the USP of music documentation by adding a Q&A sticker to Instagram stories to allow users to participate (sense) in asking questions about the individuals featured in the documents. On ~~Facebook~~ Facebook, I will post teasers and images of the musicians featured on the docs to start engagement for the campaign. These posts will feature key words that optimise ~~the~~ for SEO and get the SMC's recognised by search engines.

I will start to build credibility for the brand in June by featuring snippets from the docs on Facebook and hosting live interviews ~~with~~ with the well known presenter Kai Douglas and Samira Hurren via Instagram Live. This helps to establish the brand as a well rounded and informative station. I will create goldsonomy by using the hashtag #VicDocs and #VicDocuhire to ~~the~~ link Facebook and Instagram posts together and create an electronic agora as interest accumulates in comment sections. The ~~posts~~ Instagram live videos will feature semantic web features such as geotagging and profile tagging to establish a connection between the brand and 'celebrity' presenters. At this point, I will review how well the Facebook posts are performing using Meta's analytics, as well as reviewing the live chat on the Instagram live to

See what audience reaction is like and what to carry on throughout the campaign.

In July, I will stay at the top of people's minds by releasing regular ~~at~~ posts at fixed intervals. I will start to schedule live interviews on Instagram so audiences know ~~what~~ when to tune into them (such as every Thursday 5pm). On Facebook, I will release updates on specific documentaries ~~at~~ at morning and evening intervals every day to keep the target audience informed. I will start to utilise specific wording and engaging content that will help to posts get recognised by both platform's algorithms to boost engagement. I will start to focus more on funny moments and dramatic sequences from these short clips to produce a viral video that blows up online. This & should start to show an influx of user-generated content surrounding the viral clip, which features our branding & which once again keeps ~~people~~ it at the top of people's minds.

In August, I will drive this campaign to the sweet spot by giving audiences something they can't get elsewhere. I will start advertising on

meet and greet with the presenters and documentary stars alongside clothing sales from RetroMusic CO to create synergy between brands. I will use Facebook to promote this event and offer VIP meet and greet tickets if users share ~~and~~, like and tag their friends in ~~FB posts~~ the FB post (with incentives sharing). The FB audience is geared more on older individuals with an interest in more niche artists, so the meet and greets will feature lesser known artists. I will use Instagram to promote ~~on~~ VIP tickets to mainstream artist concerts via a spin the wheel challenge on Instagram Reels where people can participate. ~~It is~~ is a wheel spinner to win tickets to artists featured on the radio station's documentaries, courtesy of AutoTuneTV. This once again creates synergy between the sponsors. At this stage, I will assess how the campaign is going to see how the audience has reacted. I will use Facebook's ~~an~~ content metrics to see if the VIP giveaway post reached a milestone goal of 25k likes and 15k shares. I will offer more giveaways on both SMC's if the goal was reached as there is clearly demand.

Exemplar 2 gained the full 30 marks. The response is well presented with carefully selected examples of social media content supported by accurate application of the social media sales funnel. There is evidence that the candidate can select relevant social media channels and tailor the content ideas to these channels such as encouraging user participation via a Q&A on Instagram, and behind the scenes snippets for Facebook Reels. There is clear understanding of different audiences through the identification of digital natives and digital immigrants and the need to offer exclusive content for each audience. Folksonomy and the electronic agora are identified as being key to establishing a connection between the brand and the celebrity presenters. There is a sense of cohesiveness throughout the campaign and understanding of synergy as a means of presenting a complete campaign.

Overall, this is a well-structured response, which demonstrates an understanding that the use of different social media channels requires careful consideration to create a successful campaign.

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