

Teacher Resource Bank

GCE Information and Communication Technology

INFO2: Living in the Digital World

- Exemplar essays with commentaries



INFO2 – EXEMPLAR ESSAYS

These support materials for teachers of GCE ICT provide exemplar answers for question 7 (the essay question) from the June 2009 INFO2 question paper. These exemplars have been taken from actual student scripts.

A commentary from a senior examiner accompanies the candidate response to explain the reasons why the chosen mark band is appropriate.

The exemplars have been chosen by senior examiners to demonstrate a range of responses taken from different mark bands.

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7 Read the following article about social networking sites and answer the question below.

Social networking sites don't deepen friendships

Social networking sites like Facebook and MySpace do not help you make more genuine close friends, according to a survey by researchers who studied how the websites are changing the nature of friendship networks.

Although social networking on the Internet helps people to collect hundreds or even thousands of acquaintances, the researchers believe that face to face contact is nearly always necessary to form truly close friendships.

“Although the numbers of friends people have on these sites can be massive, the actual number of close friends is approximately the same in the face to face real world,” said Will Reader at Sheffield Hallam University.

Social networking websites such as Facebook, Bebo and MySpace have taken off rapidly in recent years. Facebook was launched initially in 2004 for Harvard University members but has since expanded to over 34m users worldwide. MySpace, which was set up in 2003, has over 200m users and was bought by Rupert Murdoch's News Corporation in 2005 for \$580m.

Source: 'Social Networking sites don't deepen friendships' by JAMES RANDERSON.
Copyright Guardian News and Media Limited, 10 September 2007

7 Social networking sites are used by many students. Discuss the possible effects of using these sites on individuals and society.

Your discussion should include the following:

- use of the Internet for socialising
- the protection of personal data
- ethical factors
- cultural factors.

In this question you will be marked on your ability to use good English, to organise information clearly and to use specialist vocabulary where appropriate. (20 marks)



7	<p>Social Networking sites are used by many students. Discuss the possible effects of using these sites on individuals and society.</p> <p>Your discussion should include the following:</p> <ul style="list-style-type: none"> • Use of the Internet for socialising • The protection of personal data • Ethical factors • Cultural Factors 	20 marks
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Guidance for examiners on how to mark this question

Low mark range

Candidate refers to at least 1 factor. Text is barely legible. Errors in spelling, punctuation and grammar, may be noticeable and intrusive to understanding, suggesting weaknesses in these areas. The candidate has used a form and style of writing which is barely appropriate for its purpose. The candidate has expressed simple ideas clearly, but may be imprecise and awkward in dealing with complex or subtle concepts. Information or arguments may of doubtful relevance or be obscurely presented.

0-5 marks

Medium mark range

Candidate refers to at least 2 factors and shows that they have reasonable understanding of these factors. Text is legible. There may be some errors of spelling, punctuation and grammar, but not such as to cause problems in the reader's understanding and not such as to suggest a weakness in these areas. The candidate has used a form and style of writing which is sometimes appropriate for its purpose with many deficiencies. The candidate has expressed straightforward ideas clearly, if not always fluently. Sentences and paragraphs may not always be well-connected. Information or arguments may sometimes stray from the point or information be weakly presented.

6-10 marks

Good mark range

Candidate refers to at least 3 factors and shows that they have good understanding of these factors. Text is legible. There may be occasional errors of spelling, punctuation and grammar. Meaning is clear. The candidate has in the main used a form and style of writing appropriate for its purpose with occasional lapses. The candidate has expressed moderately complex ideas clearly and reasonably fluently. Candidate has used well-linked sentences and paragraphs. Information or arguments are generally relevant and well structured.

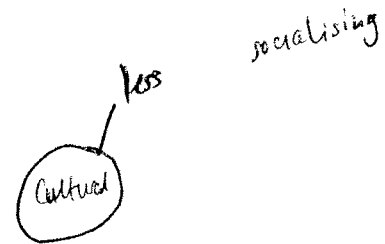
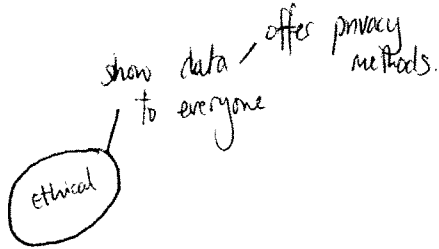
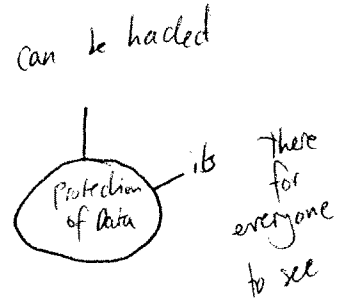
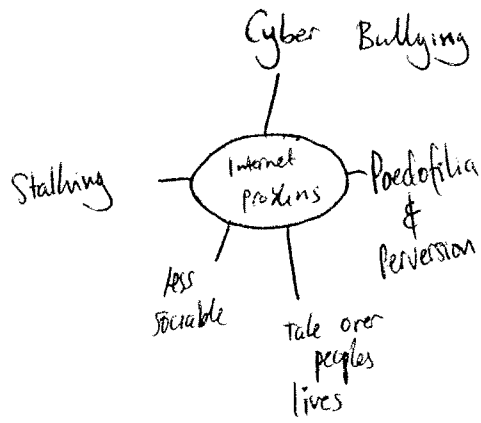
11-15 marks

High mark range

Candidate refers to all factors and shows that they fully understand these. Text is legible. There are few if any errors of spelling, punctuation and grammar. Meaning is clear. The candidate has selected and used a form and style of writing appropriate to purpose and has expressed complex ideas clearly and fluently. Sentences and paragraphs follow on from one another clearly and coherently. Specialist vocabulary has been used appropriately.

16-20 marks

This space is available for planning your answer.



Social networking sites in recent years have become more and more popular and are used by millions around the world and often can inadvertently replace peoples lives. The internet was designed for good purposes and alot of the time is used for that but since the internet is so large and capable

Turn over ▶



Of many things in this day is has become dangerous, especially through social networking sites.

Firstly, you have the problems that can arise through the use of the internet and affect society such as stalking. This can occur as social networking sites provide people with the opportunity to have access to something about you at all times, this could then lead to problems such as stalking where anybody in the world can be looking at you or reading about you and eventually trying to find you.

Another big issue you have with social networking sites is pedophilia which leads to crimes like sexual abuse and rape.

Since a lot of people have access to the sites people could easily disguise themselves and pretend to be someone their not and make friends with strangers and convince them to meet to rape them.

This then raise the issue of 'do you really know who you are speaking to?' and how can you be sure if



the person is genuine. Paedofiles can randomly add a person as their friend and then begin to talk to them so they can convince them to meet up in person and because you can access so much online it is very easy to disguise yourself so nobody will know your real identity.

Social networking sites also make people less sociable because they start to spend too much time on these ~~sites~~ sites in which they can become addicted as it has taken over their lives. People who use it for too much begin to be touch with the real world because of their obsession of living their life online through these sites.

The biggest of the social problems that comes from social networking sites is cyber bullying, and this is being bullied online. It is more and more common these days because bullies are given many more methods to bully a person. If a person is being

Turn over ►



bullied inside school and the bullies have access to their social networking page then they can begin to bully them even when they are at home through threatening message thus making the person worse as they are constantly being bullied.

Not only do they provide social problems they also have issues with people's data. When registering with social networking sites they often request for location of where people live, age and other information in which that person may regard as private and not want to give out, ~~but~~ but they are forced to through registration and then this means information about them is available online and they don't know who has been given access to it. Since people can access your page they can find out valuable information.

END OF QUESTIONS



Question
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7

(cont...)

With these sites people will often look for as much help through what you might be find you especially through pedophile.

Also it is possible for people to hack your profiles and thus get more information about you.

The fact that your data can be accessed by many around the world raises an ethical issue because you are not exactly told what they do with your data but the sites do try to protect your information by providing privacy settings in order to block unauthorised access.

To conclude, social networking sites are designed for a good purpose and they do work, there is just the issue that since your information is out online anyone can see, and you never quite know just who you are talking to online.

Candidate 1**High mark range**

This candidate shows a good understanding of all four factors.

The answer discusses the over-use of social networking sites leading to people becoming less sociable and even obsessed or addicted to the use of these sites. The dangers of providing too much personal data on social networking sites is made clear and some of the consequences (privacy, hacking, stalking) are mentioned. Ethical issues discussed include: increased opportunities for stalking, paedophilia, cyber-bullying. One cultural issue is mentioned briefly in the opening paragraph which refers to the 'teen culture' of socialising on-line rather than face-to-face.

There are one or two slips in the grammar and spelling ('sights', inadverdatly') but these do not detract from the meaning. Paragraphs are formed to organise the ideas in a logical manner.

A mark in the high mark range (16-20) is appropriate, although the weaker discussion of cultural issues results in a lower mark within the band.

This space is available for planning your answer.

The use of the internet for socialising has changed the way people share information and news and interact with each other. It means there is an increased lack of social interaction, people no longer see each other as much because they feel they have communicated using these networking sites. It has increased the amount of information that people make

Turn over ▶



publicly available with sites like Facebooks having a section to enter "What's on your mind" people are revealing emotions and personal ~~that~~ details that would not normally be revealed to someone they had never talked to before. People share photos that can be accessed and saved or edited by anyone, you wouldn't normally share personal photos with strangers so why would you do it online?

The protection of personal data can be highly debated with sites such as Facebook holding a database with a detailed database of 20 million + users. What if someone were to steal the database? When people sign up to sites they do not often know that their data could be made publically available by law or that the site has the right to use/sell the data even after they have closed the account. Facebook was recently scrutinised for having in its terms & conditions that it can keep users data for as long as they like.



The sites pose serious risks for users in terms of fraud because people often reveal their full name, telephone number and other personal details.

The sites pose ethical issues because people are often revealing information such as their religious views and their sexuality and these are factors that should not determine whether someone gets a job but because the information has been put online by the person it can be accessed by the employer and poses a lot of opportunity for being biased against or discriminated against based on these terms which otherwise would be protected under the data protection act.

Another ethical issue is that there is a fear that we are turning ourselves into a "big brother" nation where everyone is making themselves able to be tracked by the government and therefore have all their information that is put online stored so more and more is known about them that

Turn over ▶



wouldn't otherwise be known.

There are cultural factors too, the culture of only knowing someone because you met them ~~online~~ face to face is being killed because more and more people are "meeting" someone on a social networking site before actually meeting them face to face. There is a fear that society will become less and less social because the use of these sites means you can keep in contact using sites such as those mentioned and that as mentioned, these interactions online have not been proven to boost friendship.

There are cultural factors that a person can be the image they want online because the information they put about themselves is what people judge them by, so people can pretend to be someone else and you might not ~~for~~ really get to know the real someone.

END OF QUESTIONS



Candidate 2**High mark range**

This answer covers all four factors and shows a full understanding of the effects on society of using social networking sites.

Social factors are discussed briefly in the opening paragraph, identifying the changes social networking sites have introduced, such as new ways to share information and news, leading to a decrease in social interaction. The dangers of revealing personal details and photographs are discussed, and, in particular, the possibility that social networking sites may keep your personal data even after the account is closed. Ethical issues discussed include the vetting of potential employees using these sites, and the idea that 'big brother' may be tracking your every movement. Cultural factors refer to the teen culture of communicating on-line rather than face-to-face, and the problems this may lead to in society.

The spelling and grammar is accurate throughout, and the ideas are logically organised in the form of paragraphs.

The essay is worthy of a mark in the high range (16-20) although does not provide enough depth in some of its arguments to secure the highest marks.

This space is available for planning your answer.

- 1 - lose face to face contact
~~- not always sure who your talking to~~
 - allows people to keep in touch
 - disabled ✓
- 2 - upload personal info - seen by unauthorised people
 - discuss where your going " " " "
- 3 - not always sure who your talking to
 - fake identities ✓
- 4 - allows people from same culture across world to communicate
 - meet people same interests.

Although social networking sites are used by people of almost every age, they are used mainly by students some of which are probably unaware of the dangers they are putting themselves under.

The internet is being used increasingly for socialising which has both benefits and disadvantages. Social networking sites

Turn over ▶



allow friends and family to keep in touch without having to wait for a letter to send or worry about the time difference ~~as~~ when using the phone if they are in different countries because emails can be sent which don't require an immediate response or ^{instant messaging} chat rooms can be used to have a continuous conversation. However while it is used by people keeping in contact with each other it is also used by friends who are going to see each other the next day or who could meet & talk face to face which means personal interaction is lost and ~~young~~ young people are not developing oral communication and social skills which can be essential for some jobs. Although face to face interaction is lost ~~can~~ socialising via the internet can be life changing for those that may be housebound due to a disability and therefore may have no other way to socialise. When using social networking sites it is not always possible to fully protect your personal data although many sites allow the user to filter what data can



be seen by their friends and who can even access their profile there is always the chance that someone could hack onto the profile and gain access to data which the user may have had no choice but to enter in order for them to sign up to the site such as date of birth, contact details etc. Also as many friends often discuss where they are going by posting comments to each other these could easily be seen by people such as stalkers or paedophiles which could lead to the student coming to harm or feeling uncomfortable/uneasy while they are out due to the fear of being followed. There are also ethical issues concerning social networking sites as young people may decide to accept a person's friend request thinking they would be nice to talk to without actually knowing who the person is. This person ~~is~~ may not be who they say they are and could be an adult impersonating a child which could put that child in danger. Social networking sites are also a way for

Turn over ▶



people to bully each other as many people feel more confident whilst online as they do not have to say it to a person's face and may therefore feel it is acceptable to bully a person online. There are also cultural factors which relate to social networking sites. These sites allow people with the same interests or members of the same culture who may not know many similar people to meet each other and discuss their passions & interests and perhaps feel more accepted if they do not already feel so in society. However there may be some cultures where using social networking sites is not allowed or is against what they believe which may mean some students will not be able to use them and will not be able to communicate with people like their friends are doing and may begin to feel left out. Social networking sites whilst having their disadvantages to society such as

END OF QUESTIONS



Question
number

7 the loss of face to face interaction also have ~~the~~ benefits as well. These include more jobs being provided as people are needed in order to build the sites as well as edit and maintain them, people will also need to be employed to deal with any complaints which will help to reduce the number of unemployed people in society.
* They also create a place for companies to advertise which could help to increase trade and help new businesses start up as they can advertise in places to attract their target market.

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Candidate 3**High mark range**

All four factors are discussed in some detail, and the candidate provides a balance of arguments both for and against the use of social networking sites.

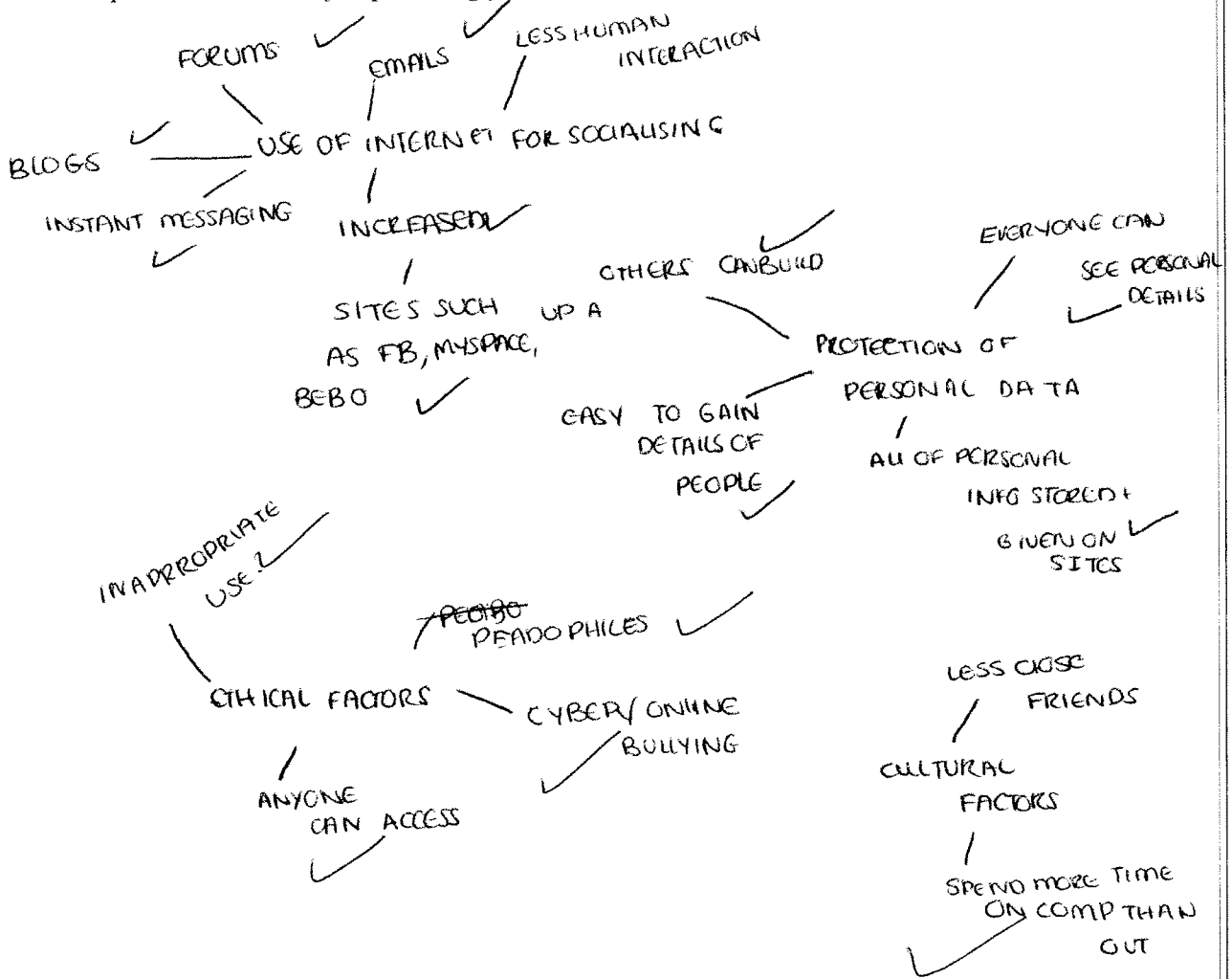
The social effects are clearly discussed in the second paragraph, with the changing nature of communication being explored through different examples. The down-side, the increasing loss of personal interaction, is discussed. The benefits of social networking sites to disabled people are identified. The problems of securing users' personal details are discussed and some of the consequences (stalking, paedophilia) mentioned. Ethical issues discussed include: children talking to adults masquerading as children and cyber-bullying. The use of social networking sites to exchange interests and ideas is acceptable as a cultural effect.

This answer is well structured and well-written. Spelling and grammar is accurate and the answer is worthy of a mark in the highest range (16-20).

// = paragraph

Areas outside the box will not be scanned for marking

This space is available for planning your answer.



// The use of the internet for socialising has seemed to increase over recent years. The internet allows access to many social networking sites such as Bebo, Myspace, Facebook as well as access to chat rooms, forum based websites, blogs and also provides instant messaging and email facilities which has effectively changed the way in which people socialize.

// Sites such as Facebook and Myspace include profiles of users which more often than not display personal data specific to each

Turn over ▶



user, whether its date of birth or users name or college, place of work or school. Although profiles can be set to private, to ensure that only friends of the user can see their details, some inexperienced users may not be aware of such facilities. Therefore personal data is not protected and can be viewed by anyone.

People can easily gain information on others by visiting their profile + looking at details, or at what other people have written on it, such as events which users may be attending or what they may be up to. The amount of personal data stored on social networking sites can allow others to build up a picture of someones life. There are also no restrictions in place to allow personal data being past on over Internet sites.

Public chat rooms + social networking sites can also have facilities to organise events, which may be abused and forwarded from one user to another.

People using Internet social networking sites often have hundreds of friends, out of which they some of which they may not know or have met before. There are some ethical implications of this. For example if people don't know who they are accepting they could potentially be passing their information on to penpals or people pretending to be someone they are not. They can then gain information on where you are going, what you are doing.



Excessive Use of sites such as Facebook and Myspace as well as instant messaging and email facilities + forums can cause an increase in "cyber/online bullying". E.g. groups can be set up on social networking sites abusing people or messages can be sent or left on users profiles.

Sites can also be used inappropriately to expose information which can cause controversy amongst people.

The increased use of ~~Internet~~ the Internet to socialise can have social cultural implications too. A positive cultural implication would be that users would be able to communicate with anyone, in any part of the world, which could ~~either~~ ^{used} evidently increase the knowledge of different cultures. A negative implication is that as the use of social networking sites increase, more people spend time on the computer socialising than actually going out. This indicates less human to human / face to face interaction which is fundamental to develop friendships as well as good social skills, which are important to have.

Although users may have many friends on instant messaging facilities or social networking sites, they may not be good friends and instead ~~be better~~ just be added to show popularity. This would mean if access to social sites were restricted for a user, they would be isolated.

Turn over ▶



1. Another cultural implication is that not everyone has access to ~~see~~ the Internet, which could lead to isolation again. I had ~~knowing~~ how to develop relationships.

END OF QUESTIONS

20



Candidate 4**High mark range**

All four factors are covered in some detail with a good balance of arguments both for and against social networking sites.

The social factors are covered in the first paragraph and towards the end of the essay, with examples of the types of facilities offered by social networking sites and how they have changed the way in which people socialise. The balanced view that such sites often result in reduced face-to-face interaction is also presented. The dangers of displaying too much personal data are highlighted, for example, publishing the times and dates of events may inadvertently give away the whereabouts of a particular individual and this may lead to potential problems. Ethical issues such as inappropriate use of sites, cyber-bullying and paedophilia are addressed. The cultural effects are well explained; the ability to communicate anywhere in the world may lead to increased knowledge of different cultures.

A very full answer which gains credit in the high mark range (16-20). Spelling and grammar are very good, with only one or two minor slips.

This space is available for planning your answer.

- Use of internet for socialising ✓ - can talk to people about same hobbies.
- ✗ - anyone can access these sites ~~and post~~.
- old friends of family.
- the protection of personal data. - personal data should never be given to anyone online that you don't know.
- ethical factors - legal/illegal. - Society may not want things displayed. - but ethical issues raised. - people's rights.
- cultural factors - online music, share pictures, videos, chat. - emailing.

The use of the internet for socialising is increasing, people are now able to upload, share pictures and videos with friends, family and other users who have the same interests. This can allow them to talk about interests without having contact in real life. Social networking sites are available to anyone so the risk of not knowing who exactly you are talking to could be a big disadvantage. Some

Turn over ▶



Young people don't realise the risk of older users pretending to be someone young and the risk they are putting themselves in. Users of these sites sometimes do only add their friends or people who they have actually seen in real life. This would not be a risk as they know this person, it also applies to other family members online.

The protection of personal data is only decided on by the user. Social networking sites, chat rooms clearly specify that all personal data should not be given out. If the user gives it to friends or family, this can be acceptable, but when it is given out to unknown people, they could be putting themselves into danger.

Ethical issues would be that some content which is available on the internet may be legal in one country but illegal in another. As the internet is unregulated this content can be of any description. If the government should decide to regulate aspects of the internet then some ethical groups may say that it's wrong as people should have the right to view what they want to view. Families with younger children may not let the children use the



computers as ~~it~~ ^{content} can be displayed as advertisements
and they would not want this content to be viewed
by their children.

The cultural factors would be as people have
changed the way they use the internet it has
changed the way they communicate with others.
Chat rooms, social networking sites, music websites
are now ~~more~~ much more accessible to anyone.
Also as people are now socialising online more, they
are possibly losing out on their social interaction
with "real" friends around them. Some people find
online socialising easier as they may be shy in
person. With new people, this enables them to feel
as if they aren't being judged but actually making
new friends. As these sites are becoming more
and more personal, society is changing and for the
worse, communication is meant to be done face
to face.

Turn over ▶



Candidate 5**Good mark range**

This answer touches on all four factors, but discusses three factors in sufficient detail to reach the Good mark range (11-15).

The ability to share pictures and videos with friends and family, discussed in the opening paragraph, is a good illustration of an effect of social networking sites on the way we socialise. The loss of social face-to-face interaction is also discussed in the final paragraph. The anonymous nature of on-line communication is identified as a risk as it may lead to unethical use of these sites. Other ethical issues discussed include the unregulated nature of many sites and the different laws in different countries leading to abuse of these sites. The change in our approach to communication is addressed as a cultural issue in the final paragraph.

Although the protection of personal data is mentioned in paragraph 2, the consequences of revealing too much about yourself are not really explored in sufficient detail to gain the highest marks. Some examples of how personal data might fall into the wrong hands and lead to fraud, stalking, cyber-bullying and other problems would have improved this answer.

The spelling and grammar is accurate. The paragraphs tend to 'hop around' some of the factors.

This space is available for planning your answer.

Socialising

- Able to keep in contact with friends or family when you go away traveling or move away.

Personal Data

- Threat of fraud / identity theft
- websites keep personal information when account deleted.

There are several effects which social networking sites could have on individuals and society. These sites could be used for socialising via the internet with friends or they could also be used to keep in touch with friends and/or family when a person goes travelling for ~~to~~ a period of time

Turn over ▶



or when a person moves away to live in another area or even another country, these could be seen as very positive reasons to use social networking sites. However, there are some possible risks to the protection of any personal data which has been entered onto these sites by users. Their personal data could be used for malicious purposes such as identity theft or fraud. Also, some social networking sites store a person's personal details and any other information ~~and~~ even if that person deleted or deactivated their account which would mean that their data is still at risk of being used for malicious purposes even though they no longer have an account on these sites. Social networking sites can also be dangerous as it is extremely easy for a person to pose as a completely different person and ~~so~~ then try to befriend children for example with the intent of causing them harm. It would also be possible for people to bully or



send malicious messages to a person via social networking sites or to post insulting comments onto ~~the~~ another person's page.

and social
There are also ethical issues with social networking sites as some people would believe that it is wrong to be able to have access to a large amount of personal details and images of people's lives on the internet for everyone to access. People also believe that ~~is~~ the huge popularity of social networking sites are damaging society as a whole by destroying the art of face to face conversation and making people worse at forming real life person to person relationships and making it hard ~~for~~ to meet new people in person. People ~~at~~ especially believe this in regard to children and teenagers who spend vast amounts of time on social networking sites so people believe that children will grow up with poor communication

Turn over ▶



and socialising skills.

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END OF QUESTIONS

20



Candidate 6**Good mark range**

This candidate addresses three (Socialising, Personal Data and Ethical) of the four factors in sufficient detail to reach the Good mark range (11-15).

The benefits of using social networking sites to keep in touch with friends and family when they go travelling are discussed in the early part of the answer. The theme of socialising is re-visited in the final (long) paragraph, discussing the loss of face-to-face conversational skills. The unethical use of personal data is discussed, supported by examples of how data may be used for malicious purposes, namely fraud, adults befriending children and cyber-bullying.

Spelling is accurate throughout although the answer would benefit from the introduction of more paragraphs. The essay falls solidly within the Good mark range.

This space is available for planning your answer.

use of internet for socialising

↓
pros

- more friends
- can keep in touch with the existing friends.
- quick + easy.
- can share photos.

↓
cons

- less face to face communication
- less true friendships.
- stay in more fake identities.
- cyber-bullying.
- fake friendships.

cultural factors

protection of personal data

- ~~cons~~ /
- almost anybody can see your name, age, d.o.b. where you live, etc.

ethical factors

- racism.

The possible effects of using social networking sites on individuals and society, the advantages are, that you can keep in touch with your existing friends quickly and easily by using these sites, rather than ~~the~~ phoning or texting them and also social networking sites.

Turn over ▶



are free to register making it cheaper than having a phone call. Another advantage is that photographs can be shared with friends easily. The disadvantages of social networking sites are, that there is less face to face communication with friends, making friendships become distant. Also, even though more friends can be made over the internet through these websites not all of these 'online' friendships are true, plus, fake identities can easily be made on these sites e.g older people pretending to be younger and with somebody else's photograph, these people could pretend to become your friend and coax you to meet up which can result in terrible consequences. Another thing is that these sites aren't really monitored and people that get bullied already can be picked out on these sites



and bullied on these also, making them ~~more~~ not even feel safe at home. Social Networking sites also effect the protection of personal data, for example, almost anybody can access information about you e.g your name, age, date of birth, where you live etc and the only way to prevent this is to put your profile to private which is sometimes not an option. Conversations and photographs are also not kept private, e.g something could be said that is personal and everybody would be able to read it that are on your friends list, photos on the other hand can be seen by your friend's friend's on the sight as they can browse through photos. Ethical and cultural factors are, that racism could be present on these websites and people could be bullied for their religious beliefs. These social networking sites could also be

Turn over ▶



non-beneficial for it's users when education is involved e.g, grammar, teenagers using these ~~site~~ sites tend to use slang and abbreviations for words instead of writing correctly. Social Networking sites can also get people into trouble with other people e.g parents etc, if a comment is seen by a certain person or photograph of somebody doing something they shouldn't be. There is not many ways of securing the information that is shared on these website pages.

END OF QUESTIONS



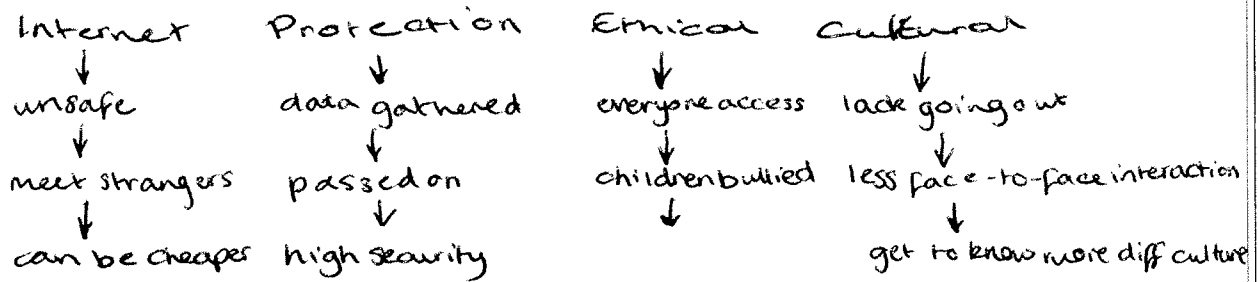
Candidate 7**Good mark range**

This candidate covers three of the four factors in reasonable detail, reaching the Good mark range (11 – 15)

The opening lines discuss the features of social networking sites that have changed the way we socialise, resulting in less face-to-face communication. The dangers of publishing too much personal data on these sites are addressed, in particular, that conversations and photographs are not private and information may fall into the wrong hands. Ethical factors mentioned include: racism, bullying and religious tension. Cultural issues are not explored in sufficient detail to reach the High mark range.

Spelling and punctuation is good, although the ideas are not structured into appropriate paragraphs. The meaning is clear and coherent arguments formed for three of the factors.

This space is available for planning your answer.



..... The use of the internet for socialising can
 often be unsafe as it is easy to lie about your
 identity on social networking sites. The ability to
 talk to strangers brings about a lot of dangers,
 especially when people arrange to meet up, for
 example kidnaps. The internet can often be cheaper
 than making a phone call. The internet can also
 be accessed all over the world so you can contact

Turn over ▶



abroad friends through social networking sites. Quick messages can also be sent to people, which would be better than seeing them face-to-face as the message can get to them quicker.

On many social networking sites, peoples personal data can be accessed easily. This data can be viewed by anyone and be passed on without you knowing. However, many social networks now ask whether the data subject wants their data to be viewed by others. The personal data displayed is also decided upon by the data subject as they enter the data that they wish to show.

Some ethical factors that come into place are that everyone can view pages on the social networking sites. Some of the images that can be displayed on some peoples pages may be seen as unacceptable, for example children being bullied or pornography. ~~Many social~~ Social networking sites try to stop this as much as possible and ask users to report abuse of the system as each user has to agree not to put unethical photographs like these on their site. Another factor is that many people get abuse through social networking sites, like threats. This can leave them



scared to go out. This leaves the questions as to
who should control what ~~data~~ should be allowed
and what should not? Also, should social
networking sites be allowed? Many companies
have also ~~social networks have been known to~~
found that many of their employees access
social networks during the time they are
supposed to be working this wastes company
time and possibly money.

Social networks have been known to
be very addictive. Many users choose to communic-
ate through them rather than meet friends face-
to-face. ~~Because~~ Due to social networks spreading
world-wide, users can contact people from other
parts of the globe and discover things about other
cultures, which may be picked up. This could
be a reason for our culture constantly changing.

Turn over ▶



Candidate 8**Good mark range**

This answer covers three of the four issues in sufficient depth, so the Good mark range (11-15) is the closest match.

Social issues are covered in the first paragraph with examples such as using social networking sites to keep in touch with friends who live abroad, balanced with the dangers of not knowing the identity of the person you are communicating with. The final paragraph returns to the issue of socialising on-line with the observation that face-to-face communication is diminishing. The dangers of revealing too much personal data are explored briefly in the second paragraph. Ethical issues covered include: bullying, children viewing unsuitable images, the posting of threatening comments and the wasting of company time when employees access these sites during the working day. The final few lines of the essay mention the opportunity to learn about different cultures, but there is insufficient depth to promote this answer to the High mark band.

Spelling, punctuation and grammar are good and paragraphs are used to structure the ideas.

This space is available for planning your answer.

Using the Internet for socialising may seem harmless but there can be a lot of problems with using it. If your computer isn't protected by anti-virus software and anti-spyware software then your computer is at high risk from viruses and hackers.

The Internet has made it quick and

Turn over ▶



easy to connect people from all over the world, and have got rid of that distance barrier that used to stop people communicating.

If you are using a computer to store data on and use social networking sites then your data needs to be backed up. A firewall would prevent unauthorised access but you need to be sure as on social networking sites there are people who hack because they get a sense of achievement by doing so.

Ethical factors could be that an employee uses a social network site whilst in work. By doing this he or she goes against the code of practice and depending how serious the incident they may lose their job.

Also as different countries are linked together by the Internet different groups of people mix and exchange



Information the problem with this is that in one country the information may be legal but in another country may be found to be illegal.

As different groups are joining together online people are searching and looking for people with the same interests and hobbies across the world so different cultures meet.

Sometimes communicating on a social networking site you think you know the people you have met but you do not actually see them in person, to talk face to face.

Also it could cause social tension between people when cultures mix as different people have different opinions and religions.

Turn over ▶



Candidate 9**Medium mark range**

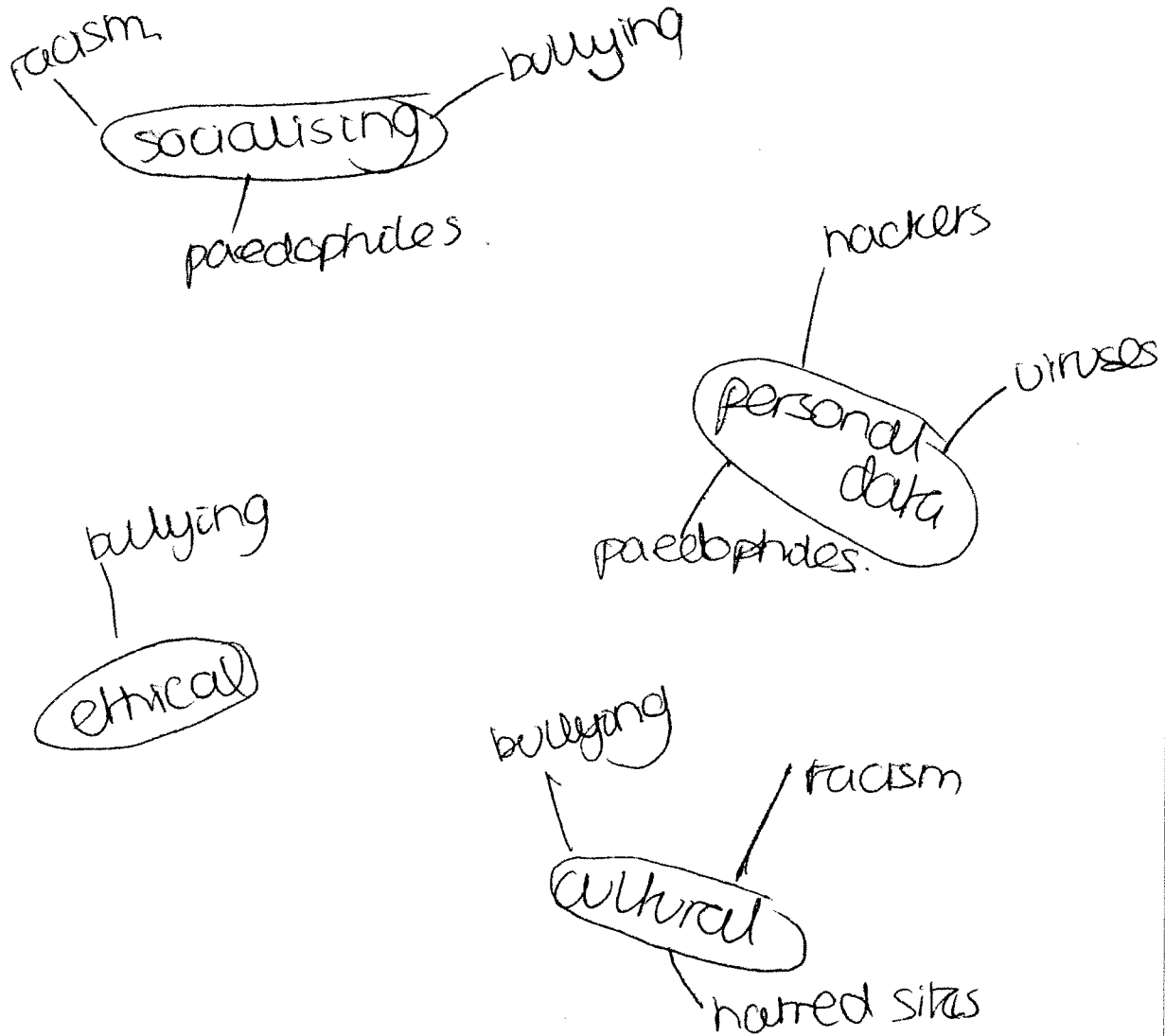
On first reading this answer appears to touch on three or four of the factors, but, in fact, manages to provide coherent arguments for just two factors (Ethical and Cultural), placing it in the Medium mark range (6-10).

Protecting data using anti-virus software and anti-spyware is not related to the issue of protecting personal data on social networking sites. Similarly the use of a firewall has not been related to need to protect personal data and does not gain credit. Two relevant ethical factors are discussed briefly: the temptation to waste time while at work by using social networking sites, and the different legislation that exists in different countries leading to problems. The cultural benefit of sharing interests and hobbies with people of different cultures is a relevant example.

Two factors are covered, although these are not explored in great depth. Spelling, punctuation and grammar is good and communicates the ideas reasonably well.

The answer is worthy of a mark in the Medium mark range (6-10).

This space is available for planning your answer.



The effects of using these sites on individuals are bullying, racism, and paedophiles. Individuals that use sites like these are giving out personal data, such as their address, phone number, and e-mail address, and this could lead to a number of problems.

Turn over ▶



Firstly, anyone could be a victim of racial hatred over these sites, and this can easily get out of hand. ~~Possible~~ It is possible that phone calls could be received from these people, also emails, and in extreme cases they could ~~come to your house~~ go to the victims house.

Bullying also occurs to a lot of individuals, often over these sites as well. Such bullying could lead to suicide in some cases.

Vulnerable individuals such as children, could become a victim of paedophilia. It is known that paedophiles use sites like these to start talking to children, and some children do not realise it is someone ~~they~~ that is dangerous. This results in meetings with the children and crimes being committed.



Vulnerable individuals also become victims of identity fraud. This happens when people give details ^{on} unsafe sites and this is then taken used to create an account in their name and their money is spent. Sometimes without the individual knowing.

The effects on society are similar to that of individuals.

Hackers can access the data and information of big businesses and organisations, and this can result in all their data being stolen. This reduces their amount of customers as they cannot be trusted, and could also result in the loss of trust from suppliers and stakeholders.

Paedophilia ~~is~~ also affecting society as it happens all around the world, and is a major crime that needs to be stopped for children's safety.

Turn over ▶



However,
~~Although~~ these socialising sites may also have a positive effect on both individuals and society. For example, many millions of people all over the world join sites like these, and this gives students the opportunity to talk to people from different cultures. This gives them a better understanding of other countries and religions.

It also helps individuals that find it hard to make friends, or have a disability, talk to other people like themselves and ~~talk~~ talk about it instead of not talking to anyone about it. It can help people become more confident ~~as~~ and aware of their surroundings.

END OF QUESTIONS



Candidate 10**Medium mark range**

The correct mark band for this essay is not obvious because it refers to all four of the factors to some degree. However, the issues about personal data and the unethical use of social networking sites are covered in depth, so the Medium mark range (6-10) is the closest match.

The opening paragraph discusses the risks of revealing too much personal data on social networking sites, and the crime of 'identity fraud' is mentioned later as a consequence of this. The ethical factors are explored in the second paragraph onwards, with racial hatred, bullying and paedophilia being discussed. There is a brief mention of the use of social networking sites to encourage a better understanding of other countries and religions.

The spelling, punctuation and grammar shows a few errors ('Vulnerable', 'recieved', 'freud', 'steakholders').

This space is available for planning your answer.

- Introduce social networking
 - what is it?
- Socialising
 - msn
 - facebook chat
 - personal msg
 - wall msg
- Protection
 - most meet act.
 - your choice of what to say
 - in most fields you could lie.
- Ethical factors & cultural factors
 - your choice what to say
 - can lead to problems.
 - other / not known / not stated.
- Conclusion.

Make it
relevant
to
possible
effects

Social networking sites are sites such as facebook, myspace, bebo etc. There are hundreds of site like them which allow you to meet and get to know other people online by either chatting to them, sending personal messages or by what they have on their profile. The main use of these sites is for socialising over the internet. ~~has~~ All of these sites allow you to

Turn over ▶



make your own profile page which normally has a section for ~~you~~^{people} to post messages on your page. A way to socialise to others is through these wall messages or through sending people personal messages, so that not all viewers can see them, or by connecting to friends by Messenger, so that you can chat to them or, as facebook has, directly chat to them when you are online on facebook.

By having these manners and methods of socialising individuals can get to know other people and by joining groups, you can get to know colleagues, classmates etc. These networks have an impact on society because the majority of the population either have an account or have access to one through a family member or friend.

These social networking sites have to meet the requirements of the Data Protection Act and they do but there is still the possibility of people hacking into that information.

In these sites, there is normally fields that you are required to include but some are optional so you basically have the choice of what to put in because you do not need to put your address, whether it be for your home or workplace, in any of them. Also, these sites do not have



access to anywhere where they can verify what you have entered to check whether it is correct so on these sites, you can even lie about your personal information; this has led to many crimes because some people do this with another intention and not with the simple intention of people not knowing your real name for example.

Individuals can feel secure with their personal details as long as the site states that it meets the Data Protection Act and as long as they not accept invitations from strangers.

This protection ~~off~~ of data affects society because it has led to various crimes and sometimes, this inaccurate information has made it difficult to prevent and/or stop them. Also, statistics show that many victims are those who meet people in person after they meet them online, so most of the protection is the responsibility of the person.

When it comes to ethnical and cultural factors, it ~~you~~ is completely your choice about what you want to include because it is no^t secret that there is racism, discrimination in prejudism in this world and, as shown in...

Turn over ▶



the news, most of these things start online and then grow with time.

In most of these sites, you are not required to include this and in those that is, you can choose to put other, not known or not stated so that you do not have to display it.

Some religions and cultural backgrounds are against the use of these sites because it is as if you were displaying yourself.

Individuals and society are affected by this because there are people against those of a certain background - just as there is those who favour them.

In conclusion, I believe that these networks, when used correctly, can be a good way to get to know people and that ~~if~~ you must be sure of what ~~is~~ information you want to display about yourself because at the end of the day you are responsible for yourself, not the people in charge of these sites.

END OF QUESTIONS



Candidate 11 Medium mark range

Two of the issues (socialising and protection of personal data) are covered in sufficient detail, so the Medium mark range is the best fit.

The first three paragraphs explore a number of different ways social networking sites may be used for interacting with friends and family. These examples are useful to illustrate how these sites have changed the way we socialise. The way social networking sites deal with personal data is described, although the consequences of revealing too much about yourself are not explicitly discussed. The terms ethical and ethnic are clearly confused. Racism and discrimination are mentioned although the candidate does not explain how social networking sites perpetuate these problems.

A rather disjointed collection of ideas with two issues discussed in sufficient detail for the Medium mark range (6-10). A few errors in spelling and grammar confirm that the mark band is appropriate.

7. There are many possible effects of using social networking sites on individuals and society. Since the internet has become more popular everyone has started using it. This has made contacting people easier than ever. It makes no difference where they live now they will still get the message quicker than it would take to call them. And also because it's free to send messages on the internet as opposed to say, text messaging it's no wonder that the internet is popular for socialising. Social networking sites only make possible what was already happening. With sites like Facebook and Bebo people can show pictures of themselves talk to people that they haven't seen in years. It's also easier than actually going out and meeting people because you can do what you like on the internet, you're not as constricted as you are in real life. The possible effects of these could be bad in the long term, if people aren't going out to socialise anymore then when they do actually meet someone they don't know face to face then it could be awkward. On the other hand meeting so many different people on the internet could make it easy for you to introduce yourself in real life, because you know you have done it before even if it was only on the internet.
Using social networking sites could have bad effects for people who give out too much information on the sites though. If people tried to look they could most likely get addresses, date of birth, email, phone number etc. With this data they could get credit cards and go into

debt. The chance is slight but because the laws on the internet are so vague because it covers the whole world it could be possible for people to do this and get away with it depending on the country they are in. If people give out all this information then there is no point protecting it because anything someone wants they could probably find on the internet if they wanted to.

There are ethical effects of social networking sites, some people like to let these sort of sites take precedence over real life. People who do this do not have much of a social life outside of the computer room.

People agree that these websites can be helpful but they can also promote crime and because it would be so hard to monitor all 200 million users on Myspace it could be easy to bully someone.

There are cultural factors to take into consideration. We live in a digital age where technology is developing rapidly. Maybe people who do this and do use social networking sites are just looking ahead. With things like e-commerce and Digital TV there really is no reason to leave your house apart from to go to work. But in the future maybe all work will be on computer and everyone's lives will revolve around computers. If people get so dependent then things might not turn out very good.

In conclusion I do not think the effect social networking sites has could be bad for most people. But there are some people who it has had bad effects, these people need to see that there is a world beyond a computer. But in general I think it just makes it easier to contact people who might have moved away or lost contact with a long time ago. Things like that were not possible in the past.

Candidate 12 Medium mark range

This response concentrates on the effects of social networking sites on socialising and the protection of personal data. These issues are discussed in sufficient detail to reach the Medium mark range (6-10).

The opening paragraph discusses some of the features of social networking web-sites that make them so popular for socialising. The balanced view that social networking sites reduce face-to-face interaction is also expressed. The dangers of revealing too much personal information on these sites is made clear in the second paragraph. The possibility of fraudulently applying for credit cards is suggested as a consequence. Bullying is mentioned, but the unethical use of social networking sites is not explored in detail.

A number of spelling or typing errors are evident. It is worth noting that this answer is typed, indicating that the candidate had special dispensation, although no allowance can be made for poor spelling at this stage.