



Oxford Cambridge and RSA

Cambridge Technicals Digital Media

Unit 6: Social Media and Globalisation

Level 3 Cambridge Technical in Digital Media
05843 – 05846

Mark Scheme for January 2022

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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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Annotations

Annotation	Meaning of annotation
Tick	Tick
Double Tick	Excellent point
Cross	Cross
?	Unclear
^	Omission mark
T	Terminology/Theory
EG	Use of examples
A	Explanation, analysis, argument
Vertical wavy line	Not relevant to specific question
R	Rubric
Diagonal line/line through	Blank page

Question		Answer	Marks	Guidance
Section A				
1	(a)	<p>ONE mark per channel, e.g. (max 3 marks)</p> <ul style="list-style-type: none"> • Twitter account (1) • YouTube channel (1) • Facebook page (1) • Any other valid response. 	3	<p>Do not accept social media forums/news forums, e.g.</p> <ul style="list-style-type: none"> • Reddit • Buzzfeed
1	(b)	<p>ONE mark for the way one answer in 1a would be suitable, TWO marks for expansion:</p> <p>e.g.</p> <ul style="list-style-type: none"> • Twitter is suitable as it promotes the release to targeted fans (1), allowing links to additional audio-visual content to be easily shared (1) without the record label having to pay for the service (1). • Instagram is useful because the artist can market the album via their account on Instagram stories (1) making it more personalised (1) and featuring exclusive live content from the album to create a buzz(1). 	3	Answer must include response from 1 (a)
2		<p>ONE mark for potential concerns when using online technology, ONE mark for explanation e.g. (max 4 marks)</p> <ul style="list-style-type: none"> • A concern when using social media is that creates unrealistic body image expectations for young people (1) owing to the number of celebrities and influencers that edit their photographs before putting them online (1). • There is a concern that social media allows young people to be groomed and targeted by criminals (1) who set up false identities and pretend to be someone's friend online (1). 	4	Problems such as grooming, body image, reinforcing extremist views should be credited.

Question		Answer	Marks	Guidance
3		<p>ONE mark for identification, ONE mark for suitable expansion, e.g (max 4 marks)</p> <ul style="list-style-type: none"> • Dancer Curtis Pritchard received many negative memes about his personality during Love Island 2019 (1). An example of this was meme on Instagram that mocked him for being as fake as a ventriloquist's dummy and a vampire waiting to suck the blood out of other islanders (1). • Tennis player Serena Williams received many negative comments from people when she married a white man (1). This was evidenced in sarcastic Twitter comments meant to be read in a southern American twang about Serena 'giving it black girl sh*t and then marrying a white man' (1). 	4	<p>Negative publicity could be:</p> <ul style="list-style-type: none"> - Twitter statements/comments - Parodies - Memes - Sarcasm - Fat-shaming - Racism - Appearance bashing <p>Must include social media platform/channel.</p> <p>Has to be a celebrity with issue plus social media channel for full 2 marks per point.</p>
4	(a)	<p>ONE mark for an ethical issue, e.g.</p> <p>Max two marks: e.g.</p> <ul style="list-style-type: none"> • Cultural censorship of social media could be an issue (1). • Releasing material that goes against another country's cultural norms could be an issue. (1). 	2	

Question		Answer	Marks	Guidance
4	(b)	<ul style="list-style-type: none"> Research into cultural norms could be undertaken by the marketing team (1). This would ensure that marketing content fits in with accepted values of a particular society (1). This includes use of language, such in the UEA there are strict rules about not positing negative comments about the main religion (1). The problem of cultural censorship could be avoided by using verified social media tools to market a product (1), such as with Toutiao a news, information and entertainment channel (1) that filters out any negative comments against the government, disallowing content that challenges state regimes (1). 	3	Credit understanding of different cultures and countries rules.
5	(a)	<p>ONE mark for each way online tools can be used to generate funding, e.g. (max 2 marks).</p> <ul style="list-style-type: none"> Social media allows for the spread of crowdfunding projects (1). E-mail shots can be used to gain sponsorship from companies (1) 	2	Just mentioning Kickstarter and Go Fund Me TV
5	(b)	<p>ONE mark for one advantage, TWO for expansion, e.g.</p> <ul style="list-style-type: none"> An advantage is that social media such as LinkedIn has a lot of information about industry professionals in many sectors (1). This is because it such services showcase the skillsets of professionals in a range of industries (1) and feature reviews and references about a person's ability in a particular job role (1). An advantage is that crowdsourcing via social media such as Twitter can be free (1) meaning you don't have to pay for a job advert (1) and you can easily access a portfolio of work that is online (1). 	3	

Question	Answer	Marks	Guidance
6	<p>Discussion of how two social media channels were used to promote the release of a film.</p> <p>Level 3 - 5-6 marks There will be a thorough discussion of how two different social media channels were used to successfully promote a film. Use of examples are wholly appropriate.</p> <p>Level 2 – 3-4 marks There will be a sound discussion of how two social media channels were used to promote a film. Use of examples are appropriate.</p> <p>Level 1 - 1-2 marks There will be a limited discussion of how two social media channels were used to promote a film. Use of examples are sometimes appropriate.</p> <p>0 marks – response not worthy of any credit.</p> <p>If a candidate only discusses one social media channel then marks are capped to three.</p>	6	<p>As part of this answer candidates are likely to discuss a range of social media channels and films:</p> <ul style="list-style-type: none"> • Snapchat is used by Disney to promote The Lion King and other live action remakes Jungle Book by having a range of filters for people to use (such as Kaa the Snake) providing fun and enjoyment for a range of age groups. • Lionsgate used Instagram’s video function to upload short promotional interviews with actors from the film directly to the teen arget age groups and fans of the film. • Twitter can be used to promote a film by launching a Twitter account for a character such as with Ryan Reynolds did with Deadpool. This allowed fans to interact with the character and gain exclusive content in relation to the new release. • Can talk about one or two films as part of the answer, e.g one social media per film, two social media for one film.

Question	Answer	Marks	Guidance
Section B			
7*	<p>Level 5 - 25-30 marks Campaign plans will include an excellent understanding of how social media can be used to market the content of the game. There is a comprehensive discussion of marketing channels that will target the audience. Suggestions for creative campaign content and methods of gaining audience feedback 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.</p> <p>Level 4 - 19-24 marks Campaign plans will include a good understanding of how social media can be used to market the content of the game. There is a considered discussion of marketing channels that will target the audience. Suggestions for creative campaign content, key milestones and methods of gaining audience feedback 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.</p> <p>Level 3 - 13-18 marks Campaign plans will include a sound understanding of how social media can be used to market the content of the game. There is a reasonable discussion of marketing channels used to reach the audience. Suggestions for creative campaign content, key milestones and methods of gaining audience feedback mostly appropriate but there is limited justification.</p>	30	<p>The response will discuss:</p> <ul style="list-style-type: none"> • Ways that the game could be promoted would be through short videos on Instagram, Facebook and Snapchat. • Social media and online distribution channels used to reach the audience e.g. <ul style="list-style-type: none"> - How Twitter would be used in terms of countdown to the launch of the game. - How a Facebook page for both the game could be used to incorporate the immersive and finding love narrative of the game. - How Instagram and Snapchat might be used in terms of promoting the show with synergy between sponsors and product placement in the game. • How social media aggregation tools form part of the marketing campaign planning. • How online comments can be used and when. • How audiences might respond to social media content. <p>Credit should also be given for:</p> <ul style="list-style-type: none"> • Discussion of milestones and how to meet these targets using online tools. • Legal, regulatory and ethical issues • Blended marketing approaches <p>For a Level 5 answer the ideas will be justified with reference to the case study goals, content and promoting the game to the specific target audience. Level 5 answers typically feature key terms such as wikinomics, folksonomy, global village, social media aggregation, social media sales funnel, call to action, reaching the sweetspot.</p>

Question		Answer	Marks	Guidance
		<p>Level 2 - 7-12 marks Campaign plans will include a basic understanding of how social media can be used to market the content of the game. There is some discussion of marketing channels used to reach the audience. Content ideas discussed are appropriate.</p> <p>Level 1 - 1-6 marks Campaign plans will include a limited understanding of how social media can be used to market the content of the game. There is a limited discussion of marketing channels used to reach the audience. Content discussed ideas discussed are sometimes appropriate.</p> <p>0 marks – response not worthy of any credit.</p>		<p>(There are elements of synoptic knowledge in this question linked to Unit 1 – LO1 and Unit 2 – LO4)</p> <p>T- terminology E- creative examples A – link to brief and argument</p> <p>Please use T/E/A to annotate to support.</p>

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