CAMBRIDGE TECHNICALS LEVEL 3 (2016)

Examiners' report

DIGITAL MEDIA

05843–05846, 05875

Unit 6 Summer 2023 series

Contents

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.

A full copy of the question paper and the mark scheme can be downloaded from OCR.

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Unit 6 series overview

There was a notable increase in the understanding and application of key concepts including how using social media channels can lead to innovation, and the ways in which video games can be promoted using social media platforms. Responses to Section B were generally creative, with ideas being supported by real examples and demonstrating a good grasp of the importance of the social media sales funnel as a means of developing a social media campaign.

Candidates who did well on this paper generally:	Candidates who did less well on this paper generally:
- had revised social media campaigns and made full use of the social media sales funnel model to structure their response for Question 6 - had a good understanding of how media professionals can use social media platforms for feedback and innovation - demonstrated good knowledge of how video games can be promoted using social media platforms, and supported their ideas with relevant examples of real media products.	- did not make use of the social media sales funnel model to structure their response for Question 6 - could not identify social media tools used by industry to develop a successful campaign, e.g. social media measurement or social network aggregation - were able to identify media regulators but found it difficult to explain how they would impact social media content.

Section A overview

In this series candidates were able to demonstrate an understanding of those social media platforms which could be used to gain feedback and develop innovation. It was noticed that candidates had revised social media channels and the issues they present for audiences. They also demonstrated a good understanding of how social media platforms can be used as a promotional tool. Not many candidates were able to explain the term proliferation of social media or identify social media aggregation tools. Centres should continue to explore the impact of globalisation and the effects the rise of social media has had on both producers and audiences.

Question 1 (a)

1   **(a)**   Identify **four** social media channels that media professionals might use to collect audience feedback on their media products.

1 ....

2 ....

3 ....

4 ....

[4]

Question 1 (a) was generally answered well with most candidates being able to provide four examples of social media channels which allow audiences to post feedback.

Question 1 (b)

(b) Identify and explain **one** way that using social media channels can lead to innovation for media professionals.

Use examples to support your answer.

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.... **[3]**

Many candidates were able to explain how using social media channels can lead to innovation for media professionals, with the most successful responses providing examples in support of their ideas. Responses included references to crowd funding, crowd sourcing and audience feedback. Less successful responses were those where candidates did not develop their ideas or provide examples.

Question 2 (a)

2   (a) Explain the term **proliferation of social media**.

....

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....

.... **[3]**

Not many candidates were able to answer this question. Those who did were able to identify that this term refers to the huge surge in the number of social media channels which are now available to audiences, their growing impact on society and the benefits as well as the disadvantages of using them.

Question 2 (b)

(b) Identify **two** media regulators and explain how each might impact on the type of content that can be shared across social media.

1 ....

....

....

2 ....

....

....

[6]

Most candidates were able to identify media regulators, with the more successful responses showing candidates' understanding of how they can impact on the type of contact that can be shared across social media. Less successful responses were those where candidates explained what the regulators did but did not link it to social media content. A few candidates were unable to identify a media regulator.

Question 3

3 Identify **two** issues that audiences need to be aware of when reading social media posts.

1 ....

....

2 ....

....

[2]

This was generally well answered, with false news, fake accounts, trolling or distorted opinions being the most popular responses.

Question 4

4   Identify **two** online tools that can be used to help increase the chances of a social media marketing campaign being successful.

Explain why each would be suitable for this purpose.

1 ....

....

....

2 ....

....

....

[4]

There was a mixed response to this question. The question required candidates to discuss how data management tools (LO3.2) can be used to help understand trends and identify gaps in the market. Successful responses saw candidates identify social media measurement tools and social network aggregation tools such as HubSpot; Hootsuite; Sprout Social and Postano. Less successful responses were those where candidates misunderstood the question and discussed production planning tools such as Microsoft Teams and Monday.com, which had been a question in the January 2023 exam.

Question 5

5   Compare how **two** social media channels might be used differently to promote a **video game**.

Use examples to support your answer.

....

....

....

....

....

.... **[8]**

Many candidates were able to gain at least 4 marks for this question. Popular social media channels were Instagram, Twitter and YouTube. Many candidates were able to suggest how specific features on these platforms could be used to promote a video game. It was pleasing to see candidates supporting their ideas with examples from recent video games which have used social media platforms as a promotional tool. Less successful responses saw candidates discuss how social media platforms could be used without providing examples of how they could be used differently.

Section B overview

This question was less well answered than in previous series, but it was still pleasing to see some candidates making use of theoretical concepts and ideas to structure their responses. It was also good to see that candidates are developing their understanding of how social media platforms can be used as part of a marketing campaign, and how tools can be used to reach a variety of audiences.

Question 6*

6*　Develop a social media marketing campaign that will promote MontyBella Rescue UK's work and their national initiative 'Care not Cold'.

In your campaign, you must include the following aspects:

- Key milestones and deadlines of campaign marketing content.

- Social media channels that can be used to reach a variety of audiences.

- Methods to measure the success of social media content.

You should justify your choices and decisions made.

[30]

Question 6 required candidates to develop a social media marketing campaign to promote a fictional animal rescue company.

Responses demonstrated an understanding of the role of social media channels and their specific audiences, with candidates citing the use of Facebook, Instagram and TikTok as methods of attracting a wide spectrum of audiences. It was pleasing to see candidates using the social media sales funnel model to structure their campaign enabling them to demonstrate their understanding of timescales and key milestones. Successful responses were creative in terms of thinking about content that could be used across different social media channels at different times of the campaign with themed TikTok and Snapchat filters and memes being cited as methods of encouraging prosumer engagement with the campaign. Although the question was focused on a social media campaign, it was good to see candidates demonstrating wider knowledge and understanding of marketing campaigns through blended marketing activities such as using QR codes on posters linking to specific social media specific hashtags such as #carenotcold, #adoptapet, #freddieandfido.

The more successful responses saw candidates build their response around the social media sales funnel model, making full use of those key terms such as social media aggregation, sales funnel, 'driving to the sweet spot', folksonomy, SEO and building credibility.

Less successful responses gave generic answers or lacked creative ideas. They tended to use the same suggestions for content across all social media platforms and offered very generalised responses which identified which social media platforms they would use and why, but without exploring the methods they would use to ensure a successful campaign.

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