



Oxford Cambridge and RSA

Cambridge Technicals Digital Media

Unit 6: Social media and globalisation

Level 3 Cambridge Technical in Digital Media
05843 – 05846 & 05875

Mark Scheme for June 2023

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This mark scheme is published as an aid to teachers and students, to indicate the requirements of the examination. It shows the basis on which marks were awarded by examiners. It does not indicate the details of the discussions which took place at an examiners' meeting before marking commenced.

All examiners are instructed that alternative correct answers and unexpected approaches in candidates' scripts must be given marks that fairly reflect the relevant knowledge and skills demonstrated.

Mark schemes should be read in conjunction with the published question papers and the report on the examination.

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MARKING INSTRUCTIONS**FOR MARKING
RM ASSESSOR**

1. Make sure that you have accessed and completed the relevant training packages for on-screen marking: *RM Assessor, Assessor Online Training; OCR Essential Guide to Marking*.
2. Make sure that you have read and understood the mark scheme and the question paper for this unit. These are posted on the RM Cambridge Assessment Support Portal <http://www.rm.com/support/ca>
3. Log-in to RM Assessor and mark the **required number** of practice responses (“scripts”) and the **number of required** standardisation responses.

YOU MUST MARK 10 PRACTICE AND 10 STANDARDISATION RESPONSES BEFORE YOU CAN BE APPROVED TO MARK LIVE SCRIPTS.

MARKING

1. Mark strictly to the mark scheme.
2. Marks awarded must relate directly to the marking criteria.
3. The schedule of dates is very important. It is essential that you meet the RM Assessor 50% and 100% (traditional 40% Batch 1 and 100% Batch 2) deadlines. If you experience problems, you must contact your Team Leader (Supervisor) without delay.
4. If you are in any doubt about applying the mark scheme, consult your Team Leader by telephone or the RM Assessor messaging system, or by email.
5. **Crossed Out Responses**
Where a candidate has crossed out a response and provided a clear alternative then the crossed-out response is not marked. Where no alternative response has been provided, examiners may give candidates the benefit of the doubt and mark the crossed-out response where legible.

Rubric Error Responses – Optional Questions

Where candidates have a choice of questions across a whole paper or a whole section and have provided more answers than required, then all responses are marked and the highest mark allowable within the rubric is given. (The underlying assumption is that the candidate has penalised themselves by attempting more questions than necessary in the time allowed.)

Contradictory Responses

When a candidate provides contradictory responses, then no mark should be awarded, even if one of the answers is correct.

Short Answer Questions (requiring only a list by way of a response, usually worth only **one mark per response**)

Where candidates are required to provide a set number of short answer responses then only the set number of responses should be marked. The response space should be marked from left to right on each line and then line by line until the required number of responses have been considered. The remaining responses should not then be marked. Examiners will have to apply judgement as to whether a 'second response' on a line is a development of the 'first response', rather than a separate, discrete response. (The underlying assumption is that the candidate is attempting to hedge their bets and therefore getting undue benefit rather than engaging with the question and giving the most relevant/correct responses.)

Short Answer Questions (requiring a more developed response, worth **two or more marks**)

If the candidates are required to provide a description of, say, three items or factors and four items or factors are provided, then mark on a similar basis – that is downwards (as it is unlikely in this situation that a candidate will provide more than one response in each section of the response space.)

Longer Answer Questions (requiring a developed response)

Where candidates have provided two (or more) responses to a medium or high tariff question which only required a single (developed) response and not crossed out the first response, then only the first response should be marked. Examiners will need to apply professional judgement as to whether the second (or a subsequent) response is a 'new start' or simply a poorly expressed continuation of the first response.

6. Always check the pages (and additional objects if present) at the end of the response in case any answers have been continued there. If the candidate has continued an answer, there then add a tick to confirm that the work has been seen.
7. Award No Response (NR) if:
 - there is nothing written in the answer space.

Award Zero '0' if:


















- anything is written in the answer space and is not worthy of credit (this includes text and symbols).



Team Leaders must confirm the correct use of the NR button with their markers before live marking commences and should check this when reviewing scripts.

8. The RM Assessor **comments box** is used by your team leader to explain the marking of the practice responses. Please refer to these comments when checking your practice responses. **Do not use the comments box for any other reason.** If you have any questions or comments for your team leader, use the phone, the RM Assessor messaging system, or e-mail.
9. *Assistant Examiners will send a brief report on the performance of candidates to their Team Leader (Supervisor) via email by the end of the marking period. The report should contain notes on particular strengths displayed as well as common errors or weaknesses. Constructive criticism of the question paper/mark scheme is also appreciated.*
10. For answers marked by levels of response:
- To determine the level** – start at the highest level and work down until you reach the level that matches the answer
 - To determine the mark within the level**, consider the following:

Descriptor	Award mark
On the borderline of this level and the one below	At bottom of level
Just enough achievement on balance for this level	Above bottom and either below middle or at middle of level (depending on number of marks available)
Meets the criteria but with some slight inconsistency	Above middle and either below top of level or at middle of level (depending on number of marks available)
Consistently meets the criteria for this level	At top of level

11. Annotations

Annotation	Meaning of annotation
	Unclear
	Explanation, analysis, argument
	Blank page
	Benefit of Doubt
	Cross
	Use of examples
	Level 1
	Level 2
	Level 3
	Level 4
	Level 5
	Not answered question
	Not relevant to specific question
	Rubric
	Stimulus
	Terminology/Theory
	Tick

Annotation	Meaning of annotation
	Excellent point
	Omission mark

Question		Answer	Marks	Guidance
Section A				
1	(a)	<p>ONE mark per method, e.g. (max 4 marks)</p> <ul style="list-style-type: none"> • Facebook (1) • Twitter (1) • Instagram (1) • Flickr (1) • Soundcloud (1) • Any other valid response. 	<p>4</p> <p>1.1</p> <p>1.2</p> <p>1.3</p>	<p>Any social media channel used by media producers that allow comment from audiences should be credited</p> <p>Allow Linked In.</p> <p>If the example is not a social media channel it should not be credited</p>
1	(b)	<p>ONE mark for the way it links to innovation, TWO marks for expansion:</p> <p>e.g.</p> <ul style="list-style-type: none"> • Collaborate with other media professionals (1), so ideas can be discussed using Facebook when working on a project (1) from a wide range of people across the globe. (1). • Social media allows for an idea to be pitched to a wide audience (1) which can lead to suggestions and feedback on platforms such as Instagram (1) to create a product more targeted to audience needs. (1). • Any other valid response. 	<p>3</p> <p>1.3</p> <p>2.1</p> <p>3.1</p>	<p>The term innovation can be linked to crowdfunding, crowdsourcing and audience participation and some candidates may use this specific terminology.</p> <p>Examples could be any form of social media platform, or candidates may a real media example such as the Dove Project # Show Us</p>
2	(a)	<p>THREE marks for understanding of term proliferation of social media, e.g.</p> <ul style="list-style-type: none"> • This is the vast number of social media channels (1) that audiences are now exposed to and can choose to look at (1) when wanting to gain information about a subject/topic/celebrity (1). • Is related to negative impacts on society (1) because of the amount of potentially harmful information (1) that audiences are now easily exposed to. (1). • Any other valid response. 	<p>3</p> <p>2.1</p> <p>2.2</p>	<p>For full marks there must be some attempt at explanation. Do not credit unexplained single responses</p> <p>Credit responses which reference:</p> <p>Cultural Impact on Society</p> <p>Imperialism</p> <p>Celebrity Culture</p> <p>Moral panics or other media effects debates</p> <p>Dumbed down content</p> <p>Globalisation</p> <p>Negative publicity / negative impact</p> <p>Any other valid response</p>

Question		Answer	Marks	Guidance
2	(b)	<p>ONE mark for regulator, TWO marks for expansion, e.g.</p> <ul style="list-style-type: none"> • IPSO (1) because all written content shared by news and magazine sources should be truthful about people in the public eye (1) otherwise they face a libel claim (1). • Ofcom (1) because broadcasting things like historical material that could cause offence without a warning before it is shared online (1) would lead to the content being removed with negative publicity (1). • Any other valid response 	<p>6</p> <p>2.3</p>	<p>For full marks an appropriate regulator must be referenced.</p> <p>The following regulators are acceptable</p> <p>IPSO OFCOM BBFC W3C PEGI ASA Web 2.0</p>
3		<p>ONE mark for each potential problem, e.g. (max 2 marks)</p> <ul style="list-style-type: none"> • It could be fake news (1) • Story could only feature one point of view (1) • Could distort their opinion of a subject (1) • Any other valid response. 	<p>2</p> <p>2.4</p>	
4		<p>ONE mark for each online tool, ONE mark for suitable expansion, e.g. (max 4 marks)</p> <ul style="list-style-type: none"> • SEO optimisation tool (1) because this allows companies to direct users to their webpage and content over competitors on search engines (1). • Social network aggregation tool (1) so the same content is pushed across multiple media channels as a consistent message (1) • Any other valid response. 	<p>4</p> <p>3.2</p>	<p>The tool doesn't have to be a brand name.</p>

Question	Answer	Marks	Guidance
5	<p>Comparison of how two social media channels could be used to market a video game.</p> <p>Level 3 - 6-8 marks There will be a thorough comparison of how two social media channels can be used to market a video game. Use of examples are wholly appropriate.</p> <p>Level 2 – 3-5 marks There will be a sound comparison of how two social media channels can be used to market a video game. Use of examples are appropriate.</p> <p>Level 1 - 1-2 marks There will be a limited comparison of how two social media channels can be used to market a video game. 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 four.</p>	<p>8</p> <p>1.1</p> <p>1.2</p> <p>1.3</p> <p>2.1</p> <p>3.1</p>	<p>As part of this answer candidates are likely to discuss a range of comparisons of the different social media channels used to can be used to market a video game, e.g.</p> <ul style="list-style-type: none"> Twitter has been used extensively to promote updates and exclusive content such as in Monster Hunter where characters can be paired up as a hire. Whereas YouTube was used to show trailers of content of the game where audiences comment and are lead to other visuals and walkthroughs, but they don't download exclusive from here. <p>Annotations Highlight social media channel NAQ if the responses show no differences Indicate which level the response has achieved</p>

Question		Answer	Marks	Guidance
Section B				
6*		<p>Level 5 - 25-30 marks Campaign plans will include an excellent understanding of how social media can be used to market MontyBella Animal Rescue UK. There is a comprehensive discussion of marketing channels that will target the audience. Suggestions for creative campaign content and key milestones and deadlines will be wholly appropriate and justified. Sentences and paragraphs, consistently relevant, have been well structured, using appropriate technical terminology. There may be few, if any, errors of spelling, punctuation and grammar.</p> <p>Level 4 - 19-24 marks Campaign plans will include a good understanding of how social media can be used to market MontyBella Animal Rescue UK. There is a considered discussion of marketing channels that will target the audience. Suggestions for creative campaign content and key milestones and deadlines will be appropriate and sometimes justified. There will be some errors of spelling, punctuation and grammar but these are unlikely to be intrusive or obscure meaning.</p> <p>Level 3 - 13-18 marks Campaign plans will include a sound understanding of how social media can be used to market MontyBella Animal Rescue UK. There is a reasonable discussion of marketing channels used to reach the audience. Suggestions for creative campaign content and key milestones and deadlines are mostly appropriate but there is limited justification.</p>	30 1.1 2.1 2.3 3.2 3.3 4.1 4.2 4.3 4.4	<p>The response will discuss:</p> <ul style="list-style-type: none"> • Ways that the charity could be promoted would be through competitions with Freddie and Fido as a key sponsor on Instagram, Facebook and Snapchat. • Discussion of milestones and how to meet these targets using online tools with reference to teasers in the first instance. • How online comments can be used and when. • 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 initiative with short 30 sec-1 min videos of importance of dogs for mental health and suffering cold can cause to homeless dogs. - How a TikTok video might be used to target different age group than Instagram. • How social media aggregation tools form part of the marketing campaign planning. • How audiences might respond to social media content – Facebook comments and engagement with Twitter posts (SEO), planned timescale for feedback on primary and secondary priority social media posts. • How response can be measured and contingencies put in place.

Question	Answer	Marks	Guidance
	<p>Level 2 - 7-12 marks Campaign plans will include a basic understanding of how social media can be used market MontyBella Animal Rescue UK. 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 MontyBella Animal Rescue UK. There is a limited discussion of marketing channels used to reach the audience. Content discus ideas discussed are sometimes appropriate.</p> <p>0 marks – response not worthy of any credit.</p>		<p>Credit should also be given for:</p> <ul style="list-style-type: none"> • Understanding of legal and ethical on campaign content. • Objectives against original targets • Key terms such as Hashtags, Wikinomics, Electronic Agora, Folksonomy. <p>For a Level 5 answer the ideas will be justified with reference to the case study goals, content and promoting the launch of 'Care not Cold'.</p> <p>(There are elements of synoptic knowledge in this question linked to Unit 1 – LO1 and Unit 2 – LO4)</p> <p>Annotations Highlight social media platforms, key terms and milestones Use T / E / A Use S for references to the stimulus NAQ if the response is not linked to social media marketing</p>

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