Cambridge Technicals
Digital Media

Unit 6: Social media and globalisation

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

Mark Scheme for January 2024

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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.

PREPARATION 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 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 question 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. Enter a mark for each question answered into RM Assessor, which will select the highest mark from those awarded. *(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.)*

Medium 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 **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 send a brief report on the performance of candidates to their Team Leader (Supervisor) by the end of the marking period. The Assistant Examiner's Report Form (AERF) can be found on the RM Cambridge Assessment Support Portal (and for traditional marking it is in the *Instructions for Examiners*). Your report should contain notes on particular strength 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:
    a.   **To determine the level** – start at the highest level and work down until you reach the level that matches the answer
    b.   **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
A	Explanation, analysis, argument
BP	Blank page
BOD	Benefit of Doubt
✖	Cross
EG	Use of examples
NAQ	Not answered question
§	Not relevant to specific question
R	Rubric
S	Stimulus
T	Terminology/Theory
REP	Repetition
✔	Tick

Question			Answer	Marks	Guidance
	Section A				
1	**(a)**		ONE mark per social media channel, e.g. (max 3 marks) • Instagram (1) • Soundcloud (1) • Blogger (1) • Facebook (1) • Any other valid response.	3 1.1 1.2 1.3	**Credit** **Any** social media channel used by media audiences to edit / create content and share it with others **Do not credit** • Patreon – this is a sales platform not a community service / social media channel • Vimeo – its not open to all and you must pay to be a member • Sketchbook – Its main purpose is software • Kickstarter – this is a crowdfunding site • Steam – main purpose is as a sales platform
1	**(b)**		ONE mark for the way a micro blogging app can promote a clothing range, TWO marks for expansion: e.g. • Shared on a model's Twitter such as Molly Mae and PLT (1), so her followers become aware of the clothing brand (1) and reach a specific target audience (1). • Micro blogging allows a company such as Burton's to tag ambassadors associated with the brand (1) this includes Aaron Francis who models casualwear for them (1) meaning the clothing is associated with a positive role model. (1). • Any other valid response.	3 1.3	There is no requirement in the question to name a microblogging app **Credit** • Explanation of how a microblogging app works • Definition of a microblogging app • Reference to any marketing methods used by any company (media or commercial) • Explanation of why that method is used

Question			Answer	Marks	Guidance
2			ONE marks for explanation, ONE mark for expansion (max.4 marks), e.g. • Linked because ideas and opinions can be shared with others from many different countries instantly (1) owing to the fact that many Western social media apps have a global reach (1) • Linked because international brands can reach a larger target audience (1) through targeted advertising campaigns based on searches for similar domestic products (1). • Any other valid response.	4 1.3 2.1	**Credit** • Any response that shows an understanding of globalisation as part of global reach of ideas or companies entering new markets • Understanding of the impact social media channels have had on globalisation. • Understanding that social media is international

Question			Answer	Marks	Guidance
3	**(a)**		ONE mark for activity, TWO marks for expansion, e.g. • You shouldn't post negative comments about your boss or colleagues on social media (1) because these criticisms may be untruthful (1) and may mean that a person brings a damage dispute against you at work (1). • You shouldn't discuss your workplace's environmental strategy online even if you disagree with them (1) because this is down to the marketing and PR company to do (1) and may lead to a breach of your contract and dismissal (1). • Any other valid response	6 2.3	• Any social media activity that is likely to get an employee into trouble should be credited. • Allow repetition of consequence if it is relevant to the point being made
3	**(b)**		ONE mark for each advantage, e.g. (max 2 marks) • Create awareness how what content might cause offence to others (1) • Might prevent plagiarism (1) • Highlights trolling or cyberbullying (1) • Any other valid response.	2 2.3	**Credit** • Any relevant legal issues as well as regulation • Credit the regulator only if there is an explanation of the role of the regulator • Data Privacy • Combat misinformation • Fact checking • Accept references to regulation in other countries e.g TikTok banned in India
4			ONE mark for way to generate funding, ONE mark for suitable expansion, e.g. (max 4 marks) • Online crowdfunding (1) because this allows a large amount of people with a specific interest or skill to invest in a project (1). • Networks and communities are created (1) so innovative ideas can be shared to potential investors (1) • Any other valid response.	4 3.1 3.2	Doesn't have to mention a funding platform Credit responses which show understanding of the role of the social media channel as a conduit for funding projects

Question	Answer	Marks	Guidance
5	Explanation of how **two** social media channels could be used to create synergy. **Level 3 - 6-8 marks** There will be a **thorough** explanation of how two social media channels can be used to create synergy. Use of examples are **wholly appropriate**. **Level 2 – 3-5 marks** There will be a **sound** explanation of how two social media channels can be used to create synergy. Use of examples are **appropriate**. **Level 1 - 1-2 marks** There will be a **limited** explanation of how two social media channels can be used to create synergy. Use of examples are **sometimes appropriate**. **0 marks** – response not worthy of any credit. If a candidate only discusses one social media channel, then marks are capped to **four.**	8 1.1 1.2 1.3 3.3	As part of this answer candidates are likely to discuss a range of different social media channels which can be used to create synergy as part of a marketing campaign. • For Disney products such as the film Beauty and the Beast, synergy was created through the marketing on social media channels Instagram and Twitter. For example, the Instagram and Twitter handles were the same. The banner on Twitter featured recognisable house style and this was replicated on Instagram although the banner wasn't the same shape. The imagery of the front cover for the official poster was also used across both as the key picture avatar. This therefore meant the two channels featured the same house style and focused its marketing on the key characters. If no marketing campaign is referenced, then marks are capped at top Level 2. **Credit** • social media channels identified (max 2) (highlight each one) • explanation which shows understanding of synergy as outlined in the definition below. • reference to a relevant marketing campaign **Definition of synergy (taken from OCR Unit One delivery guide)** Synergy means that the result is greater than or different from the sum of the constituent parts. In terms of the advertising of a product or service by all subsidiaries of a conglomerate, synergy would mean that the different media reinforce and magnify customers' exposure to the product or service, resulting in higher sales

Question	Answer	Marks	Guidance
Section B			
6*	**Level 5 - 25-30 marks** Campaign plans will include an **excellent** understanding of how social media can be used to promote the launch of 'One Stop Celebrity'. There is a **comprehensive** discussion of marketing channels that will target the audience. Suggestions for creative campaign content and legal and ethical issues 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. **Level 4 - 19-24 marks** Campaign plans will include a **good** understanding of how social media can be used to promote the launch of 'One Stop Celebrity'. There is a **considered** discussion of marketing channels that will target the audience. Suggestions for creative campaign content legal and ethical issues 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. **Level 3 - 13-18 marks** Campaign plans will include a **sound** understanding of how social media can be used to promote the launch of 'One Stop Celebrity'. There is **a reasonable** discussion of marketing channels used to reach the audience. Suggestions for creative campaign content legal and ethical issues are **mostly appropriate** but there is **limited justification.**	30 1.1 2.1 2.3 3.2 3.3 4.1 4.2 4.3 4.4	**The response will discuss:** • Effective ways that the launch could be promoted, e.g. through competitions/partnerships with Mia Pastiche as a key influencer on Instagram, and Snapchat. • Discussion of how sponsors Hit and YooVoo can be integrated into the programme launch. • How online comments can be used and when. • Social media and online distribution channels used to reach the audience e.g. • How a TikTok videos might be used to attract the main target audience and promote the purpose of the music show/auditions from potential contestants. • Understanding of legal and ethical on campaign content – e.g. time of broadcast, advertising codes of practice. • 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. **Credit should also be given for:** • How social media aggregation tools form part of the marketing campaign planning. • Objectives against original targets.

Question			Answer	Marks	Guidance
			Level 2 - 7-12 marks Campaign plans will include a **basic** understanding of how social media can be used to promote the launch of 'One Stop Celebrity'. There is **some** discussion of marketing channels used to reach the audience. Content ideas discussed are **appropriate**. **Level 1 - 1-6 marks** Campaign plans will include a **limited** understanding of how social media can be used to promote the launch of 'One Stop Celebrity'. There is a **limited** discussion of marketing channels and legal and ethical issues. Content ideas discussed are **sometimes appropriate.** **0 marks** – response not worthy of any credit.		For a Level 5 answer the ideas will be justified with reference to the case study objectives, institution and target audience. **Annotations** • Highlight social media platforms, • Key terms / legal and ethical terms • Use T / E / A T **– Terminology / Theory** Marketing terminology - See list below Any accurate terminology for legal and ethical issues **E - Examples** Social media platforms. Marketing channels Suggestions of content ideas to reach the audience **A – Arguments** Explanations of the marketing channels and / or use of social media platforms. Consideration of legal and ethical issues **Use S for references to the stimulus (don't credit)** One Stop Celebrity TV station BXTV Six months time Sponsors UK record label "Hit" Clothing range "YooVoo; Main presenter Mia Pastiche • **Some examples of Terminology / Phrases which can be credited:** • Semantic Web • Sales Funnel

Question			Answer	Marks	Guidance
					- Generate Leads - Build credibility - Stay top of mind - Drive to the sweet spot - Earn referrals - Strengthen relationship - Sentiment analysis - Brand Identity - Synergy - USP - Folksonomy - Digital Natives - Digital Immigrants - Niche Audience - Mode of Address - Data Management - Algorithm - Hashtags (term not the symbol) - Content metrics - Google analytics - Social media aggregation - Tagging - Trending - Taxonomy - QR codes - Viral - Copyright and any other relevant L+E terminology - Ofcom - Wikinomics - Electronic Agora

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