OCR
Oxford Cambridge and RSA

# CAMBRIDGE TECHNICALS LEVEL 3 (2016)

## Examiners' report

# DIGITAL MEDIA

## 05843–05846, 05875

## Unit 6 January 2024 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 Teach Cambridge.

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# Unit 6 series overview

There was a notable increase in the understanding and application of key concepts including how social media channels can be used to generate funding for a project, and the ways in which synergy can be used as part of a social media marketing campaign. Responses to Section B were generally creative, with ideas supported by real examples 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: |
|---|---|
| <ul><li>demonstrated good knowledge of how social media channels might be used to create synergy as part of a marketing campaign supported by relevant examples of real media products</li><li>had a good understanding of the ways in which social media has impacted on globalisation</li><li>had revised social media campaigns and made full use of the social media sales funnel model to structure their responses for Question 6.</li></ul> | <ul><li>were able to identify social media channels but found it difficult to explain how they could be used to create synergy as part of a marketing campaign</li><li>did not fully understand the term 'synergy'</li><li>offered generalised responses for Question 6 and did not make full use of the social media sales funnel model to structure their responses</li><li>offered very generalised comments regarding which social media activities employees should not take part in.</li></ul> |

# Section A overview

In this series it was clear that candidates had a good understanding of the roles of social media channels and they were able to demonstrate this in relation to which social media platforms could be used by content creators to produce and distribute their own media content. Candidates were well-prepared on globalisation and social media channels and were able to offer effective responses to this question. Fewer candidates were able to demonstrate understanding of synergy in relation marketing campaigns.

## Question 1 (a)

**1**

**(a)** Identify **three** social media channels, other than a micro-blogging app, that **content creators** might use to produce and distribute their own media content.

1 ........................................................................................................................................

2 ........................................................................................................................................

3 ........................................................................................................................................

[3]

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Question 1(a) was generally answered well with most candidates able to provide three examples. Although the question stated social media channels 'other than a microblogging app', due to the dual nature of many social media channels, examiners credited any social media channel which is open to all and can be used by media audiences to edit/create content and share it with others.

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## Question 1 (b)

**(b)** Identify and explain how a micro-blogging app could be used by a **media company** to promote a new clothing range.

Use examples to support your answer.

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Many candidates were able to explain how using microblogging apps can help to promote a clothing range, with the most successful responses providing examples in support of their ideas. Responses which included references to media merchandise were also credited. Less successful responses were those where candidates did not develop their ideas or explain why the method would be used.

## Question 2

**2**    Explain **two** ways social media channels have impacted on globalisation.

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2 .............................................................................................................................................

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**[4]**

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This was answered well by many candidates. The most popular responses were that Facebook, Twitter, and Instagram have connected people via instant and direct messaging, breaking down geographical barriers and creating a global village. Other responses included LinkedIn allowing businesses to access talent from around the world, and social media platforms such as TikTok allowing companies to market their products and services to a global audience. It was also pleasing to see some candidates addressing less positive issues such as cultural imperialism. Less successful candidates struggled to access some marks due to generalised answers, which did not show understanding of globalisation.

## Question 3 (a)

**3**

**(a)** Identify **two** social media activities that an employee of a company should **not** take part in.

Explain why you should **not** do each of these activities.

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**[6]**

Most candidates were able to identify social media activities such as trolling, doom scrolling, and the dangers of criticising your workplace, with the more successful candidates showing understanding of how these activities can impact on both the employer and the employee and providing examples of real life events where this has happened. Less successful responses were those which were more speculative as they didn't have specifics.

## Question 3 (b)

**(b)** Identify **two** roles of social media regulation.

1 ...................................................................................................................................................

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2 ...................................................................................................................................................

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**[2]**

> There were some detailed responses to this question but some less successful candidates seemed to have a lack of knowledge regarding the role of regulation and regulatory bodies for social media.

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**OCR support**

Ⓘ    Social Media regulation and ethical considerations are explained on pages 117-118 of the [Digital Media Level 3 OCR endorsed textbook](#).

## Question 4

4   Identify **two** ways that social media channels can be used to generate funding for a project. Explain why each would be suitable.

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2 .......................................................................................................................................

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**[4]**

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This question was answered well. Successful candidates cited crowd funding campaigns using Kickstarter and GoFundMe. Other ideas offered included donation requests and using Facebook to find likeminded individuals who may be prepared to help. While many candidates were able to get full marks for the question, less successful candidates were those who were able to identify a method but could not explain why it would be suitable, or those who misread the question and thought the social media channels themselves wanted funding.

## Question 5

5    Explain how **two** social media channels might be used to create synergy as part of a marketing campaign.

Use examples to support your answer.

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Many candidates were not able to show understanding of synergy in response to this question. Those who managed to get into Level 3 for this question were able to demonstrate understanding of the term synergy. They provided examples of marketing campaigns such as *The Hunger Games* and *Barbie* which made full use of social media channels such as Instagram, Facebook and Twitter to create synergy for the campaign. Less successful candidates were those who did not seem to understand the term synergy or were unable to support their ideas with examples.

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**OCR support**

(i)   Synergy is a key term in the Unit 1 specification and a definition can be found on page 9 of the unit delivery guide.

Blended marketing and using social media channels to reinforce synergy are explained on page 120 of the Digital Media Level 3 OCR endorsed textbook.

# Section B overview

This series continued to show an increase in the number of candidates allocated Level 5 for Section B. Many candidates showed their creativity in terms of the activities that could be used to promote the launch of a new singing competition across a variety of social media channels and traditional advertising methods.

## Question 6*

**6\*** Develop a social media marketing campaign that will promote the launch of 'One Stop Celebrity'.

In your campaign, you must include the following aspects:

• creative marketing content
• social media channels that can be used to reach the target audience
• legal and ethical considerations.

You should justify your choices and decisions made.

**[30]**

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Question 6 required candidates to develop a social media marketing campaign to promote a new TV talent competition.

As with previous years, it is pleasing to see more and more candidates building their response round the social media sales funnel model, making full use of key terms such as social media aggregation, sales funnel, 'driving to the sweet spot', 'staying on top of mind', 'generating leads' and 'building credibility'. It was also good to see candidates incorporating the AIDA marketing model as part of their plan.

For this campaign, successful responses demonstrated clear understanding of the primary target audiences of teenagers and the importance of selecting appropriate social media channels such as Instagram, Snapchat and TikTok to reach this audience. The role of social media influencers was fully realised through the inclusion of Mia Pastiche as part of the marketing campaign. The idea to create specific hashtags such as #singtowin, #onestopcelebrity and #futurestar was a good demonstration of the use of folksonomy to measure engagement. Successful answers 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 references to the use of QR codes on billboards and posters as a means of integrating more traditional advertising.

There was clear evidence that some centres had prepared candidates well with key terminology such as social network aggregation, folksonomy, USP, digital natives, algorithm, and hashtags. In terms of legal and ethical considerations, many candidates discussed issues such as copyright and data protection, the need for consent and release forms for participants, and fair representation to ensure inclusivity of diverse audiences.

Less successful responses gave generic responses or lacked creative ideas, tending to use the same suggestions for content across all social media platforms and offering very generalised discussion of why they would use social media platforms but not how. Other candidates spent a lot of time explaining the logistics of the campaign, how they would gather funding and appoint personnel, rather than concentrating on the creative ideas linked to how they would use social media channels. Those who did not access higher bands lacked relevant terminology and could set out a plan but not justify their choices. Some responses felt rehearsed which became restrictive and prevented candidates from responding to the brief and bullet points.

**OCR support**

The social media sales funnel is explained on pages 120 – 123 of the Digital Media Level 3 OCR endorsed textbook.

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