Answers

1. One view of social networking is that:

“It is an excellent way to keep in touch with friends, read about the latest news or watch humorous or interesting videos”.

Another view is that:

“Social networking sites are a disrupting force across the globe, used by unscrupulous people to make huge amounts of money, spreading fake news and influencing people to think and behave in anti-social or unethical ways.”

a) Discuss the validity of each of these points of view. [8]

With instant messaging / video chat you can stay connected to your family and   
friends / find out what they are doing / share photo albums / share favourite songs

Social media sites can tell you about jobs / activities / clubs in your area which you might find interesting / informative / useful

There are very many educational videos online so it is a good way of learning about   
a particular topic

On the other hand:

Social media can be addictive / taking up an enormous amount of mental energy /   
time. If you are not sitting and scrolling through, you may well be sitting and thinking about what you just saw.

Many people spend far too much time and energy looking at photos / information   
about people they haven’t seen for years and will probably never see again.

Some sites show customised newsfeeds which encourage people’s worst prejudices

Cyberbullying and trolling can have a devastating effect on people’s lives

Stalkers frequently use social media sites

Facebook can cause jealousy / feelings of inadequacy making people insecure by constantly comparing themselves to others

YouTube has a great deal of violent and disturbing content aimed at children which make money for their creators but are not effectively policed and removed

| **Level** | **Mark** | **Descriptor** |
| --- | --- | --- |
| Level 0 | 0 | No rewardable material. |
| Level 1 | 1-2 | Technical vocabulary is used but it is not used appropriately to support arguments, in relation to the issues of the question.  Issues are identified but chains of reasoning are not made, leading to a superficial understanding. |
| Level 2 | 3-5 | Accurate technical vocabulary is used to support arguments but not all arguments are relevant to the issues of the question.  There is consideration of relevant issues using logical chains of reasoning.  Considers the various elements of the question. |
| Level 3 | 6-8 | Fluent and accurate technical vocabulary is used to support arguments that are relevant to the issues of the question.  There is a balanced and wide ranging consideration of relevant issues, using coherent and logical chains of reasoning that shows a full awareness.  Carefully considers the various elements of the question. |

2. Freedom of speech may be defined as ‘the right to seek, receive and impart information and ideas of all kinds, by any means’. In the UK, the Human Rights Act guarantees the rights to freedom of speech and expression.

Oscar suggests that this freedom does not apply in all cases.

Discuss, with examples, why freedom of speech does not apply to all Internet posts. [6]

There are some legal restrictions on freedom of speech. For example, if the material is specifically designed to incite racial hatred, that is a hate crime and therefore illegal.

Some types of pornography are considered to be obscene and publishing it can lead to a prison sentence.

Internet posts that are intended to bring harm against others, provoke violence or hatred are an abuse of the victim’s civil and human rights.

Sending grossly offensive, indecent, obscene or menacing electronic messages for instance on the internet, email, Twitter, Quora, can be considered to be an offence under the law (Communications Act 2003).

There are some ethical considerations to publishing offensive or cruel material on the Internet.

Journalists must not use unethical means to obtain information which they then publish.

| **Level** | **Mark** | **Descriptor** |
| --- | --- | --- |
| Level 0 | 0 | No rewardable material. |
| Level 1 | 1-2 | Technical vocabulary is used but it is not used appropriately to support arguments, in relation to the issues of the question.  Issues are identified but chains of reasoning are not made, leading to a superficial understanding.  Does not link arguments to the given scenario. |
| Level 2 | 3-4 | Accurate technical vocabulary is used to support arguments but not all arguments are relevant to the issues of the question.  There is consideration of relevant issues using logical chains of reasoning.  Considers the various elements of the question and but does not always link arguments to the given scenario. |
| Level 3 | 5-6 | Fluent and accurate technical vocabulary is used to support arguments that are relevant to the issues of the question.  There is a balanced and wide ranging consideration of relevant issues, using coherent and logical chains of reasoning that shows a full awareness.  Carefully considers the various elements of the question and links arguments to the given scenario. |

3. Jason runs a landscape gardening business, which he wishes to advertise on social media. He wonders if he can pay a social media site to sell him a list of email addresses of all house-owners living within 5 miles of his home, who have ‘liked’ images of gardens.

a) Explain why a social media site will not do this. [2]

It is illegal to sell personal data (1) that is held for a specific purpose / unless the user has explicitly given their consent for this (1)

b) Describe how Jason can use social media to advertise his services to householders   
in his area without overspending his budget. [4]

He could write an advertisement and pay Facebook or another social media site (1)   
to target people satisfying his criteria (1).

The amount he will pay depends on the number of advertisements he asks to have sent out. (1) He can set criteria which will only target the most promising leads (1).   
He can set a limit to how much the campaign can spend (1) which the social media   
site will not exceed (1).

[Total 20 marks]