Issue: Do citizens in the United Kingdom use social media responsibly?

Section A (Source-based Case Study) [35m]

1a)	**What does the source tell you about how social media is used? Explain your answer.**	**[5]**
L1	**Answers based on provenance or mere description of source** e.g. The source is a tweet and it is an infographic that provides the statistics of cyberbullies and suicide rates in UK.	[1]
L2	**Answers based on inferences, unsupported** Eg. The source tells me that social media can be used to spread awareness that immigrants in the United Kingdom play an integral role in UK and that they should not be put down for any reason The source tells me that social media can be used as a positive influence to unite society.	[2-3]
L3	**Answers based on inferences, supported** **Award 4 marks for 1 inference supported** **Award 5 marks for 2 inferences, supported/ one well explained inference** E.g. The source tells me that social media is used as a news medium to spread awareness that immigrants in the United Kingdom play an integral role in UK and that they should not be put down for any reason. To achieve this, it is mentioned in the source that the "I am an Immigrant" campaign features posters with photos of immigrants, along with their home country and their job in the UK. Some of the highlighted professions include a teacher and nurses." This then serves to highlight that immigrants that come into the society take up important roles as nurses to take care of the UK citizens and to as teachers to educate the future of UK. **Eg.** The source tells me that social media is used as a positive influence to unite society. This online movement was started because it wanted to convince the citizens in UK that, migrants are a productive addition to society. Through this, it hopes to reduce the growing anti-migrant sentiments and garner support for migrants coming into the UK. The source mentions	[4-5]

(b)	**Study Source B.** **Why was this infographic published? Explain your answer.**	**[6]**
L1	**Answers based on provenance or generalised answers not using source content** e.g. The infographic is for online users to be friendly to each other and to stop death rates .	[1]
L2	**Answers based on the context** **i.e. no use of source content.** **Purpose with outcome, unsupported** The source was published to alert young UK social media users and possibly their parents about the negative effect of Cyberbullying. Through this, it is hoped the right precautions will be taken to respond to cyberbullying situations so that suicide rates and other negative impacts on school students can be reduced or avoided all together.	[2-3]
L3	**Infers Message based on content** Eg. The source tells me that young social media users can become easy victims of cyberbullying. The source shows that the likely hood of those getting bullied in the cyberspace and then committing suicide is high. It also shows that that more than 40 percent will not seek help if they are being cyberbullied. This then shows that the young social media users may not be aware of the help that is available to them to stand up to or handle online harassment in the right way. This then leads them to becoming pitiful victims of cyberbullying. Eg. The source tells me that there are social media users who are abusing their online presence. This can been seen from the statistics that shows that 33 percent of the students reported to having experienced cyberbullying. This then shows that cyberbullying is not a rare online phenomena .It is gaining ground in the online world and it seems to be affecting the young social media users brutally. This is supported by the evidence that shows that victims of cyberbully are 2.3 times more likely to commit suicide. This then shows that social media users abuse their online presence as they hide behind their screens to intentionally engage in online aggression and harassment to harm others. Eg. The source tells me that social media users are not quick active in spreading the awareness of the negative impact cyberbullying has on the young people. From the tweet it can be seen that there have only been 7 likes and 3 retweets. This then is an indicator that people may not be alarmed by the statistics and may be taking the issue too lightly since they are not sharing it rapidly with their peers.	[4-5]

| L4 | **Purpose with Clear Outcome, supported (L3)**

The source was published to alert young UK social media users and possibly their parents about the negative effect of Cyberbullying. Through this, it is hoped the right precautions will be taken to respond to cyberbullying situations so that suicide rates and other negative impacts on school students can be reduced or avoided all together. The source shows that the likely hood of those getting bullied in the cyberspace and then committing suicide is high. It also shows that that more than 40 percent will not seek help if they are being cyberbullied. This then shows that the young social media users may not be aware of the help that is available to them to stand up to or handle online harassment in the right way. This then leads them to becoming pitiful victims of cyberbullying. | [6] |
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(c)	**Study Sources C and D.** **Do you think the author of Source C would agree with the author of Source D about influence of social media on society? Explain your answer.**	**[7]**
L1	**Similar/ Different based on provenance/ based on topic** e.g. Both are sources are from people who have experience in the online world and both have statistics.	[1]
L2	**False Matching**.	[2]
L3	**Similarity and/or Difference, correct evidence but no explanation vice versa(unsupported)** Both authors would agree that social media has a major influence on young social media users as shown from the statistics. However, Both sources are different in the type of influence that social media can have on people. Source C highlights how social media can be used positively to influence change in society. On the other hand, Source D highlights the negative influence social media has on the morale and self-esteem of users.	[3]
L4	**Similarity or Difference, Explained and supported with evidence** Award the higher mark for clear similarity or difference with support from both sources. **Similarity** Both authors would agree that the social media has a major influence on young female social media users. Source C highlights that that "64 per cent of young people in the UK regard social media platforms as an essential part of achieving social change. Young women were twice as likely to use social media to campaign	[4-5]

on social issues. These statistics highlights the regular use of social media and strong online presence young social female media users have in the present age. If they did not have such a strong online presence or be active in the online arena they will not be using it for important causes that can possibly impact society.

Similarly Source D also highlights issues active young female social media users face. The survey was done among 1000 young users and it mentions that "girls are being told what to wear, how to look, to shut up about their opinions: These then indicate that many young users socialize online and actively post on their pages. This active online presence then makes them susceptible to online aggression and harassment through comments and opinions from other social media users.

OR

Difference

Both sources are different in highlighting the type of influence social media can have on people. Source C highlights how social media can be used positively to influence change in society. On the other hand, Source B highlights the negative influence social media influence has on the morale and self-esteem of its users. In Source C, a young female social media user has used social media as a platform to bring about a positive change to society. The source mentions that "Amika George, age 16, founder of campaign group *Free Periods, has used social media to highlight the issue of **period poverty. Following protests outside Downing Street - organised through social media - the government pledged £1.5 million in funds to tackling it." This shows that Amika not only was successful in raising awareness of a real problem affecting female students but through her outreach was able to get the government's attention to support her cause and make a change.

On the other hand, Source D highlights how young female users become powerless preys to cyberbullying. Source D says girls are being told what to wear, how to look, to shut up about their opinions: These then indicate that many young users socialize online and actively post on their pages. This active online presence then makes them susceptible to online aggression and harassment.

| L5 | **Both aspects of L4**
Award the higher mark for clear similarity or difference with support from both sources. | [6-7] |
| L6 | **Differ in Purpose (If students can attempt this)**

Source C aims to empower UK social media users to use social media as a platform to push for social change. It convinces readers that this can be achieved by giving the example of Amika George who was able to garner support online which eventually translated to support from the government. Through this they hope more social media uses will have campaigns on social media to impact society positively.

Source D on the other hand aims to raise awareness to international readers, possibly parents, that online harassment and is an increasing trend, especially for young UK female social media users. Through this it hopes to alert readers to be more informed about the dangers in the online arena so that they can take preventive measures to avoid it from happening to their own children. | [7] |

(d)	**Study Source E.** Are you surprised by the news featured in Source E? Explain your answer.	[7]
L1	**Generalized Statement based on context**	[1-2]
L2	**Surprised/Not surprised based on Content** **Surprised** I am surprised by this news as the measures seem extreme and harsh to minors. The source says the regulators "would restrict people under 18 from using the "like" button on Facebook or Instagram" and this needs to be done to better protect minors and to limit their time online so that it can prevent them from leaking out their personal information. However, removing the button would not help much as minors can still be encouraged to stay online longer due to other incentives like the comment section or game platforms. They can leak out their personal information through these mediums as well. The measure does not reduce their exposure to harmful content or harassment. Additionally, the measure is not extended to adults who are also at a higher risk of giving out their personal financial details. **Not Surprised** I am not surprised by this news as this is probably done as a reaction to rising online problems faced by minors. The source says that regulators "would restrict people under 18 from using the "like" button on Facebook or Instagram" and that this should be done to better protect minors and to limit their time online. The regulators have probably come to this extreme measure after considering the type of addiction and its psychological impact likes have on children and also to prevent more personal data from being given out.	[3-4]
L3	**Surprised/Not Surprised based cross reference** **Surprised** **L2+** I am surprised as Source C features a 16 year old minor who used her online presence positively by kick starting a campaign to end Period Poverty. She was successful in her campaign and managed to secure funding from the government for her cause. This then makes me surprised with the ban that solely affects minors . Source C clearly shows that Minors can be responsible and use social media as a platform to bring about a positive change in their society. Without having the like button, these young activists may not get the positive reinforcement and support that they would need for their respective campaigns. OR **Not surprised** **L2+** I am not surprised by this news as Source D details the harmful situation faced by young female social media users. The source says that "girls are being told what to wear, how to look, to shut up about their opinions … That really stood out for us." The banning of the like button is first step to get people to stop giving their validation and also to spend less time online or in the process give out their personal information. In this manner it helps to minimize the online presence and also limits the amount of influence other social media users can have on an individuals' account. Therefore, although it seems extreme it is a first step to eradicate bigger issues.	[5-6]

L4	**Not surprised based on purpose**	[7]
	I am not surprised as the source aims to reduce the online time spent by minors. Through this it hopes to enhance the protection and privacy of minors in the virtual world. The source says "would restrict people under 18 from using the "like" button on Facebook or Instagram" and is done to better protect minors and to limit their time online. Positive reinforcement techniques, such as the "like" button, could encourage users to stay active online longer, allowing the online service to collect more personal data. Removing these completely then gives them a head start to eradicating this issue faced by them.	

e)	**Study all the sources.** How far do the sources in the case study show that citizens in the United Kingdom use social media responsibly? Explain your answer.	**10**
L1	**Writes about statement, no valid source use** e.g.	**1-2**
L2	**Show/ Does not show supported by valid source use** *Students need to quote evidence and explain. Higher band for students with accurate evidence matched with quality explanation.* **Show** **Source C** shows that UK citizens use social media responsibly. The sources aims to empower UK social media users to use social media as a platform to push for social change. Amika George, 16 used her online presence positively by kick starting a campaign to end Period Poverty. She was successful in her campaign and managed to secure funding from the government for her cause. This then shows that UK social media users, even the young ones can be responsible and use social media as a platform to bring about a positive change in their society. **Source B** shows that UK citizens use social media responsibly. In this case, social media is used responsibly to curb anti-migrant sentiments through an online campaign. The online campaign is trying to spread awareness that immigrants in the United Kingdom play an integral role in UK and that they should not be put down by UK citizens for any reason. To achieve this it is mentioned in the source that the "I am an Immigrant" campaign features posters with photos of immigrants, along with their home country and their job in the UK. Some of the highlighted professions include a teacher and nurses." This then serves to highlight that immigrants that come into the society take up important roles as nurses to take care of the UK citizens and to as teachers to educate the future of UK. **Does not Show** **Source A** does not show that the UK citizens have used social media responsibly.	**3-5**

	The source tells me that young social media users can become easy victims of cyberbullying. This then points to possible irresponsible users who are cyberbullies. Additionally, it also shows that the victims were not responsible to put in place proper care and vigilance when online to handle online aggression and prevent cyberbullying situations. Similarly **Source D** does not show that UK citizens have used social media responsibly. Irresponsible social media users who hide behind the screen and engage in online aggression, have made young female users become powerless preys to cyberbullying. Source D says girls are being told what to wear, how to look, to shut up about their opinions. These then indicate that many young users socialize online and actively post on their pages. However, their active online presence makes them a target for vicious and irresponsible cyberbullies which then reiterates the stance that social media uses do not use social media responsibly. **Source E** also shows that UK citizens have not used social media responsibly. Young users have spent too much time online and have given out too much of their personal data compromising their privacy and safety. An extreme regulation of banning the like button may be introduced as a means to solve this issue. The source says regulators "would restrict people under 18 from using the "like" button on Facebook or Instagram" and is done to better protect minors and to limit their time online. The regulators have probably come to this extreme measure after considering the type of addiction and its psychological impact likes have on children and also to prevent more personal data from being given out. Such extreme regulations come as a result of irresponsible behavior.	
L3	**Show + does not show supported by valid source use** **Ie .**Both elements in L2. **Note: Consideration on number of sources used and the quality of analysis in deciding on marks in L2 & L3.** **Award 6-7 marks if all sources are weakly explained OR imbalanced** **Award 7-8 marks if at least one source on either side is well-explained** **Award 8 marks if at least one source on both sides are well-explained** **Award 9-10 marks if 2 sources (each) on both sides are well-explained (so-total of 4 sources)**	**7-10**

SECTION B: Structured Response Question

2a)	Extract 1 shows how the government supports local SMEs to remain competitive in a globalised world. In your opinion, what do you think can local SMEs can do to thrive in an increasingly competitive global economy. Explain your answer using one strategy.	[7]
L1	**Describes the topic i.e. SMEs in Singapore** e.g.	[1 - 2]
L2	**Identifies/ Describes strategy** *Award 3 marks for identifying a strategy.* *Award 4 - 5 marks for describing a strategy* SMEs could use the various grants provided by the government to innovate and digitialize their operations. This then would increase their productivity and keep them relevant. The financial assistance could help companies to increase their business capabilities. For example, the government provides Productivity and Innovation Credit (PIC) scheme where it funds SME to automate and upgrade their business capability. This will help SME like food courts can go cashless streamlining their business operations. Or SMEs could actively look out for opportunities to partner with larger corporations like MNCs. This partnership could help to boost business for the SMEs and working for MNCs would ensure a larger volume of work to be done. Partnering with MNCs will also give SMEs global recognition for their work and potential. It could bring them new clients to further expand their business as well.	[3 - 5]
L3	**L2 + Explains strategy** *Award the higher mark for clear explanation of strategy* L2+ Going cashless is a convenience for many potential customers. The grants could be used to bring their operations into the virtual world as world. Online shops will help to widen their customer base by reaching out to the international market. Meeting a wide range of customers' needs effectively will be a plus point for the SME's branding and the values that are associated with the brand. This will then help in customer retention and will help them thrive in a competitive world. Or L2+ Partnering with MNCs will help SMEs thrive in a global economy as the operations of a MNC is not usually confined to one country. They have operations around the world and this then presents as an opportunity for a SME to gain not just economically but also gain experience in serving reputable clients. This will then aid with brand building for the SME and may potentially garner them projects and clients from other lucrative MNCs. This will then help them to thrive in a competitive global market.	[6 – 7]

2 b)	(b) Extract 2 and Extract 3 are about the economic impact of globalisation on individuals and countries.	[8]
	Explain the positive and negative impact on individuals because of the global economy. [8]	
L1	**Writes about the topic but without addressing the question** *Award 2 marks for additional detail*	[1 – 2]
L2	**Describes** *Award 3 - 4 marks for describing one factor with example* *Award 4 - 5 marks for describing both factors with examples* Eg. **<u>GF1</u>** The positive economic impact on individuals is higher income for them. Globalisation has facilitated mobility, making it easier for individuals to look for jobs overseas as there may be better job prospects and higher salary. For example, In Singapore we can see many workers from the Philippines, India and China. With Globalisation, they can travel out of their country to find jobs that can pay them better. This will then help them to live a better life at home. For example the Indian construction workers, toil hard to contribute to Singapore's infrastructure. Their salary when converted back to the country's currency aids in feeding their family and educating their children. **<u>GF2</u>** The negative economic impact on individuals is the loss of jobs. They may be adversely affected by the increased competition. Individuals may lose their jobs when companies shift their operations to another location which has cheaper resources. Furthermore, as industries transform, the skills required also changes and thus, individuals who do not have the relevant skills may also lose their jobs. An example of this is the Japanese fashion chain, Uniqlo. It first started its operations in Shenzhen, China, because of the low labour cost. However, as China's manufacturing and labour costs rose, it was no longer profitable for the company to base its product operations in China. In 2013, Uniqlo moved out of China into Vietnam where labour costs were half that of China's. Thus, thousands of individuals lost their jobs.	[3 – 5]
L3	**Explains** *Award 6 - 7 marks for explaining one factor in relation to how it impacts the individual* *Award 7 - 8 marks for explaining two factors in relation to how it impacts the individual*	[6 – 8]

Eg.

GF1
L2+ Therefore, due to globalization, individuals are able to go to different countries to look for better jobs which offer a better pay and thus, leading to a higher income.

GF2
L2+ Therefore, due to globalization, there may be an increased in competition and companies may choose to relocate or require better skilled workers. Workers may then lose their jobs because they do not have the relevant skills or are not able to move to the new location to work.