MODULE I IMPACTS AND THE LAW · I2

Cultural impacts of digital technology: mark scheme

20 marks · OCR J277 spec 1.6.1: impacts of digital technology on wider society, including cultural issues; knowledge of a variety of examples of digital technology and how this impacts on society; an ability to discuss the impact of technology based around the issues listed

How to use. Questions 1 to 4: 1 mark per bullet up to the maximum shown. **/** separates alternative words; **//** separates alternative answers for the same mark. Words in (brackets) are not needed for the mark. Credit any other valid answer that shows the same understanding. Question 5* is marked with the levels of response below the table.

QUESTION	ANSWER	MARKS	GUIDANCE
1(a) J277 1.6.1	Video calls with relatives in other countries: Positive False stories shared with millions: Negative Online shopping delivered to people who find it hard to leave home: Positive Answering work messages late in the evening: Negative	**4**	1 mark per correct row. 2 ticks in a row = 0 for that row.
2(a) J277 1.6.1	A gap / inequality / divide between groups of people // between countries / areas ... ... in access to digital technology / computers / the internet // between those who have access and those who do not / have limited access The group without access is disadvantaged / misses out (e.g. on jobs / education / services / information) An example of the groups, e.g. rich and poor // urban and rural // younger and older people // richer and poorer countries	**2**	1 mark per bullet, max 2. "The gap between people who have access to the internet and people who do not" = 2. Allow "use" for "access" and "skills to use" technology. MP4 only if the answer refers to technology / the internet. Do not accept "people who don't like technology" alone, or an answer about technology being divided into parts.
3(a) J277 1.6.1	Cannot afford a device / a computer // cannot afford the (monthly) cost of a connection Lives where there is poor / slow / no broadband or mobile signal, e.g. a rural / remote area Lacks the skills / confidence / training to use computers or the internet Age, e.g. an older adult who never learned to use the internet A disability makes devices hard to use without (costly) accessible equipment Does not have a fixed home / moves often Chooses not to // does not trust it / worried about scams or privacy	**2**	1 mark per reason, max 2. Credit any other valid reason. Mark the first answer on each line. "Age" alone = BOD for 1 mark. Do not accept "they have no internet" (repeats the question) or "money" alone; "cannot afford it" = 1 mark.

QUESTION	ANSWER	MARKS	GUIDANCE
3(b) J277 1.6.1	Harder to find / apply for jobs (1) ... because many jobs are advertised / applied for online (1) Harder to learn / study / gain qualifications (1) ... because courses and learning materials are often online (1) Harder to use services such as banking / booking appointments / paying bills / claiming benefits (1) ... as these are often online or cheaper / quicker online, so they must travel, queue or phone (1) May pay more for goods / services (1) ... as they cannot compare prices or use online-only deals (1) May become isolated / lonely (1) ... as they cannot message / video call friends and family or use social media (1) Less access to news / information (1) ... so they may be less informed (e.g. about local services or events) (1)	**2**	Mark in pairs: 1 for the disadvantage, 1 for the explanation. The second mark depends on the first. Credit any other valid disadvantage with an explanation. Do not accept "they cannot go online" alone (repeats the question).
4(a) J277 1.6.1	More people buy goods / book holidays / travel online (on websites or apps) (1) People stream / download music / films / e-books instead of buying physical copies (1) Online shopping is convenient: open 24/7 / home delivery / easy to compare prices (1) ... so fewer customers visit (high-street) shops (1) ... so the shops' sales / income fall, so they cannot cover their costs (e.g. rent / staff) and close (1)	**2**	1 mark for a change in what people do using technology (MP1 to MP3) and 1 mark for linking it to fewer customers / lower sales (MP4 or MP5). Max 2. A second change in behaviour with no link to the shops = 1 mark only. Do not accept "the internet" or "technology" alone.

QUESTION	ANSWER	MARKS	GUIDANCE
5* J277 1.6.1	Indicative content (not exhaustive; credit any relevant, accurate point applied to the company). **How staff work and communicate** + Video calls / instant messaging / cloud software let staff work together and share files from home + Fewer interruptions; staff can choose when to do some tasks / more flexible hours + The company could employ people who live far away or who find travelling hard (e.g. a disability) − Less face-to-face contact: weaker team relationships, harder to build trust or ask quick questions − New staff may find it harder to learn the job / be trained − Messages and video calls can be misunderstood; tiredness from many video calls − Staff without fast broadband, a quiet space or good IT skills are disadvantaged (digital divide) **Staff's lives outside work** + No commute on four days: more free time / time with family, money saved on travel + Easier to fit work around caring for others or appointments + Staff could move to cheaper or more rural areas − "Always on": messages on phones and laptops in the evening, blurred line between home and work − Loneliness / isolation; less social life from work; less physical activity − Home costs rise (heating, electricity, broadband) **The city centre and the people who work there** − Fewer office workers visit cafés, shops and sandwich bars, so they lose income; some may close and their staff lose jobs − Less demand for buses / trains; the city centre may feel quieter / emptier + Less crowded transport and streets; spending may move to local shops near where staff live + Empty office space could be turned into homes / other uses	**8**	Mark with the levels of response below. Read the whole answer, choose the level, then the mark within it. For Level 3, the answer must cover positive and negative cultural impacts, applied to the company, its staff and the city centre, with a conclusion or weighing up. Other relevant issues (e.g. less pollution from commuting, the company monitoring staff at home) can support the discussion but the focus must be cultural impacts. Generic points not linked to the scenario (e.g. "technology changes how people live") cannot go above Level 1.

Question 5*: levels of response

LEVEL	DESCRIPTOR
Level 3 6 to 8 marks	Shows thorough, accurate knowledge of the cultural impacts of digital technology. Applies it consistently to the company, its staff and the city centre, with examples that clearly fit the scenario. Weighs up positive and negative impacts across all three areas and reaches a supported conclusion. The answer is clear, well organised and follows a logical line of reasoning.
Level 2 3 to 5 marks	Shows reasonable knowledge that is mostly accurate but sometimes underdeveloped. Applies it to the scenario, though some chances are missed. Discusses most of the areas, with some balance between positive and negative impacts. There is some structure and a line of reasoning, with points mostly supported.
Level 1 1 to 2 marks	Shows basic knowledge, which may contain inaccuracies. Little attempt to apply it to the scenario; impacts may be listed without explanation or only one side is given. Points are unsupported and not clearly organised.
0 marks	No attempt, or nothing worthy of credit.

Total: 20 marks