

Assessment Schedule – 2013

Media Studies: Demonstrate understanding of the relationship between a media product and its audience (91248)

Evidence Statement

Expected Coverage	Achievement	Achievement with Merit	Achievement with Excellence
<p>The candidate:</p> <ul style="list-style-type: none"> refers to at least ONE of the three aspects of the relationship between the chosen media product and its audience describes the relationship between a media product and its audience explains how and why the media product and its audience are connected examines a consequence(s) of the relationship includes specific supporting detail from media text(s) and / or other sources. 	<p>Identifies a specific media product on the planning page, or anywhere within the answer.</p> <p>Refers to at least ONE of the three aspects of the relationship between the chosen media product and its audience.</p> <p>Describes at least ONE relationship between the media product and its audience that shows a connection between this media product (or its producers) and its audience.</p> <p>Descriptions are supported by use of supporting detail.</p> <p>The description may include any aspect of the ways in which the media product (or its producers) and the audience interact, or form a relationship.</p> <p>See Appendix A for possible aspects of the media product–audience relationship.</p>	<p>Explains, in detail, how and why the media product and its audience are connected.</p> <p>Explanations are supported by supporting detail from at least ONE media text and / or other relevant sources.</p> <p><i>Note: If the explanation is integrated within the description, then the examples used can count as evidence for BOTH the description and explanation, ie the candidate does not need to include evidence of an additional text to achieve Merit.</i></p>	<p>Examines a consequence or implication of the relationship between a media product and its audience.</p> <p>Includes reference to relevant, supporting detail in the answer, or draws on detail from earlier explanations.</p> <p>The examination could be about such things as:</p> <ul style="list-style-type: none"> the effect of the aspect on the relationship itself, the product, media audiences, other media, and / or wider society, or other relevant issues the effectiveness of one of the aspects on the relationship between the media product and its audience evidence of insight or understanding of the complexities of the relationship the nature of the relationship, examining wider issues such as competition, effects of globalisation and cross media tie-ins, audience fragmentation, branding, societal concerns.

Another element aspect: Profit considerations (partial examples)

Facebook is a social media product used by over a billion people in the world (as at the end of 2012). It's a pretty huge audience that it is connected to, with 1 in every 13 people in the world on Facebook. In our class, just about every person has a Facebook page, even the teacher.

Facebook is not a media product like a book or a film, which you can buy; it costs nothing to be a part of Facebook. You just go online and sign up for it, and it is there just for you, allowing you to connect with your friends and let them know what you are doing and why. When you put things on your wall, like your friends' photos, comment on stuff, and chat with them online, it is a free digital way of connecting with them.

When Mark Zuckerberg, its founder, first set it up in 2004, he saw it as a student directory that could be used for people to connect, but it soon became a commercial product as well. Now its income is USD\$5 billion a year. Most users don't realise it, but Facebook is using you, the users, for profit.

The most obvious way you can see this on your Facebook page is in the ads that run alongside your postings. All of these give you a link to a product or page that you can go to. For example, on my page there are ads for a running shoes for women sale, free psychic readings, a shoe sale for flat shoes, and one about losing 1 kg a week. These are posted by companies wanting to promote their products to particular

How does this collection and use of data work with Facebook? The key thing is that the programme uses data mining techniques to find out information about you. Data mining companies use programmes that discover patterns in large sets of data, like what is found on Facebook. This data is then organised into databases, which give information about groups of people whose interests correspond to what the advertisers want.

The Facebook site is quite open about how and why the company does it. The example they give of the relationship between the product (Facebook), the advertiser, and you (the Facebook user), is this: if an advertiser is opening up a gym and wants to send a free offer out to all people in the area who might be interested in the gym, they contact Facebook, and give them an ad describing who they want to attract to the gym, eg people in their neighbourhood who are interested in running. Facebook then shows from the data they have collected, people who are in the area, and appear to enjoy running. In the case of my Facebook page, it seems likely that the posting about shoes and clothes that my friends and I have been doing, has resulted in so many ads related to these topics. This relationship obviously works because 85 % of Facebook's income last year came from advertising.

Facebook provides lots of tools for advertisers to target their audience including gender, age, pages you like,

Many people have been very concerned about the relationship between Facebook and its users. This is partly because they see the relationship as not open or transparent, and most users are not at all aware of how or why their data is being used by the company.

When our class first started studying this social media product, we had very little idea as to how it was used, probably like most Facebook users. Some see it as really exploitative, feeding off the relationships we have with people, just in order to make a profit.

One of the consequences of Facebook accessing the data of users for advertisers to then use is that a large number of Facebook users have become nervous about the privacy of their content (because they do not know how their data is being used and shared). As result, significant numbers of Facebook users are moving across to Snapchat and Instagram, where advertising is not as significant.

One media critic, Douglas Rushkoff, recently wrote an article, "Why I'm Quitting Facebook". His argument is that the marketers and advertisers are really the ones who are benefitting from Facebook, and that the social networks it was set up to encourage, are no longer working the way they used to. Now, if you have a large base of friends that you share stuff with, your updates will reach only a portion of these

	<p><i>groups of people, and this information is created by Facebook through the information you post about yourself (age, sex, job, etc), and what pages / links you 'like', and what you post.</i></p> <p><i>On their site they say "Advertisers can ask Facebook to show ads to an audience based on demographic factors such as location, age, gender, education, work history, and the interests people have chosen to share on Facebook". This data is then used when people create ad pages and ask to be linked to certain types of people.</i></p>	<p><i>where you live, where you've checked into, keywords, etc. Sponsored posts are one way Facebook uses information shared online to target people. The most obvious example of a targeted ad uses something you like (eg Specsavers) and then shows an ad on the right side or in the newsfeed that simply says, "[Name] likes Specsavers". What you and your friends like helps decide the ads everyone on your friends list sees. Any ad you click on then increases the likelihood of another similar ad.</i></p> <p><i>Facebook combines the information they have with information from data collection companies like Datalogix, Acxiom, and Epsilon. These companies already collect information about people through things like store loyalty cards, mailing lists, public records information (including home or car ownership), browser cookies, and more. For example, if you buy frozen pizza at Countdown, and use your Countdown Onecard to get a discount, that information can be catalogued and saved by a company like Acxiom.</i></p> <p><i>Facebook also uses a feature, 'partner categories', which takes the data collected by these data companies and puts users into a group. So, if you're in a group of people who buy a lot of frozen pizza at Countdown, you'll see ads for frozen pizza, and maybe other frozen foods.</i></p>	<p><i>people, and the only way you can have this happen is by 'promoting' your posts, ie paying for them to reach a larger portion of your network. This seems entirely contrary to the original idea of Facebook and it is possible that as the site finds more ways to increase its profits, people will begin to be turned off the way our walls have become cluttered with promotions, and also turn Facebook off. But will we be able to link with our friends so tied to the pages? Maybe Rushkoff is right: we have lost control of Facebook and it's now controlled by the profits of the marketers.</i></p>
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Not Achieved	N0	No response; no relevant evidence.
	N1	Limited understanding of the relationship between a media product and the audience. Supporting detail is lacking.
	N2	Describes an aspect related to the relationship (eg a method of audience measurement), but no connection is made between this aspect and the media product, or its audience. <i>OR:</i> Describes the relationship, but with little reference to supporting details. <i>OR:</i> Describes a media product and its audience in detail, but without describing a relationship between the product and the audience.
Achievement	A3	<i>EITHER:</i> Describes the relationship, but with weak supporting details. <i>OR:</i> Uses a clear example to illustrate the relationship, but reference to this relationship is implied, rather than clearly stated.
	A4	Describes the relationship with the use of relevant supporting details.
Merit	M5	<i>EITHER:</i> Explains how or why the media product (or its producers) and the audience are connected, with the use of relevant supporting detail. <i>OR:</i> Explanation in part is weak, but is supported by detailed examples.
	M6	Explains, in detail, how AND why the media product (or its producers) and the audience are connected, with the use of supporting detail.
Excellence	E7	Examines a consequence of the relationship and makes links to relevant supporting details.
	E8	Examines a consequence of the relationship by realising the complexities of the relationship, or showing evidence of insight.

Judgement Statement

	Not Achieved	Achievement	Achievement with Merit	Achievement with Excellence
Score range	0 – 2	3 – 4	5 – 6	7 – 8

Codes

The following Media Studies-specific marking conventions may also have been used when marking this paper:

- U** = The relationship between a media product and its audience is described using supporting evidence.
- I** = Explains, in detail, how and why the relationship between a media product and its audience operates with the use of supporting evidence.
- C** = Examines consequence(s) or implication(s) / effect(s) of the relationship between a media product and its audience using supporting evidence, or draws on detail from earlier explanations.

APPENDIX A: Possible aspects of the media product–audience relationship

The relationship between the media product and its audience could involve discussion of one of the following features AND how they influence or affect this relationship.

EITHER:

The use of a method used to **identify and / or measure** the target audience for the media product, in order to understand the nature of the audience and help in targeting the product to it. Examples of methods to identify and / or measure include:

- people meters
- establishment surveys
- focus groups
- digi-polls
- biannual surveys
- client listener groups
- phone-ins
- competitions
- circulation figures
- subscription forms
- letters to the editor
- survey forms
- online polling and surveys
- feedback from advertisers
- national readership surveys
- sales figures
- texts and emails to the station / channel / publication / website
- web counters.

OR:

The use of a method used in **targeting** a media audience. Examples of methods to target include:

- content
- production and / or distribution elements
- mode of address
- layout
- style / design
- incentives and promotions
- specific campaigns
- marketing / advertising / publicity techniques.

OR:

Other elements that influence or affect the relationship between a media product and its audience. Examples of other elements that influence or affect include, but are not limited to:

- economic or financial constraints, including profit considerations, margins, publicity
- historical considerations
- social, political, and legal considerations such as notions of allowable behaviour, censorship, ratings, moral concerns, piracy
- artistic, aesthetic, or cultural considerations.