

Principal Moderator Feedback

Summer 2010

Applied GCE

GCE Applied

Information and Communication Technology (6963)

Paper 01 - Web Management

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General Comments

This was the first time the work was assessed on the updated version of the specification.

Although there was a small reduction in the number of entries during this moderation window, there appeared to be a further improvement in several important aspects of the unit. There was a further reduction in eCommerce sites, several of the hosting reports aimed at clearly defined client's needs, standard visit strategies being used and assessed with site statistics and a good selection of high quality feedback forms were supplied as evidence.

There was an overall increase in the use of privacy policies, terms and conditions and data protection statements clearly demonstrating the compliance with legal constraints, and the majority of candidates attempted to utilize accessibility tools, especially WAVE.

It is always a pleasure to see the unit improve due to the hard work of students and the diligence and guidance of tutors across the sector. Several of the centres produced extremely professional and imaginative sites presented in an ePortfolio that was easy to access. There was an increasing depth of features included to demonstrate that the centres and their candidates were evolving with the world of web design. Some of the web sites were breath taking in design.

However, a clear message needs to be presented in this report. It is one that has been repeated and re-emphasized in previous examiner reports but continues to cause problems for candidates in several centres. This is the continued use of structured assignments.

They often do not present full opportunity for the candidates to create evidence to access all mark bands in all strands. Also, they often produce evidence that is not related to the specification and is far too similar across the cohort. However, the most concerning result of using these misguided and not entirely appropriate assignments is that they often prevent candidates/cohorts from achieving higher mark bands year in year out.

The Principal Examiner continues to stress the importance of reviewing the assignment tasks to eradicate this problem in future submissions.

These structured assignments are the major cause of candidates not accessing higher mark bands as they tend to direct the students to produce weak evidence. Examples of weak evidence are highlighted below. Avoiding these aspects will further improve the success of candidates.

Candidates are still being instructed to create eCommerce and not eMarketing sites, despite several warnings about the legal consequences being clearly stated in previous reports and feedback from moderation.

QWC

This was assessed for the first time under the updated specification, The majority of centres commented on QWC on the e-sheet and used the criteria correctly. However some misunderstanding was evident in a few cases.

The rules for QWC are as follows:

- The content of the work is marked, identifying the band and the mark that the work is worth.
- The QWC is assessed and the mark is then adjusted, **within the band**, to give a final mark.
- The content mark cannot be **increased** on the basis of QWC.
- If the content mark awarded is at the **bottom of a band**, the student's mark cannot be **reduced further**.
- QWC should not be assessed elsewhere in the unit.

Centre Administration

Candidates need to supply explicit evidence to support their achievement of the criteria in the various marking grids. It is easier to confirm marks if the evidence is easy to find and supplied in an explicit form. Assessors must use the e-sheets as an opportunity to explain why they have awarded marks, there are two advantages to this for the centre. If the moderator can see why and where marks are awarded it is easier to agree with the centre marks, secondly if the centre marks cannot be agreed then the moderator can give better guidance to help future assessment.

A number of centres still do not meet deadlines for submitting work to the moderators; the deadlines are published in advance and must be adhered to unless special permission has been obtained in advance from Edexcel. Permission will only be granted in exceptional circumstances. Centres who miss the deadline risk having the results delayed or the candidates recorded as absent. Each unit must be on a separate CD, even if sent to the same moderator.

Strand A

We are continuing to see weak evidence in this strand including the following:

- extensive step by step, "how I connected and uploaded files" reports and too little on why hosting would benefit the client.
- Testing tables with little evidence to support the entries and results.
- Link testing with a separate row for each link, instead of saying "Links - passed".
- A dictionary of terms for web hosting that offers little evidence in this strand.

Strand B

Non standard invalid strategies should be avoided. For instance, a site map that is an image not a list of links, hit counters, Google Analytics and finally, links to other sites without any exchange/reciprocal links on relevant sites. These do not help promote the site or increase the audience.

Strand B also suffered as a result of centres using old assignments that had not been tailored to fit the new specification. In the new specification, titles, keywords and description tags only count as one strategy. Using crawler friendly code is now a strategy whereas avoiding unfriendly code was a strategy in the old specification.

There is a subtle but distinct difference. Examples are given in section 13.2 of the revised specification.

There was an increase in the number of candidates using valid arguments to produce a critical evaluation of the visit strategies, thus accessing the higher marks in strand B. However several of the centres presented statistics that indicated success along with evaluations that claimed success but strategy assessments that were critical of the methods used. This contradiction challenged the authenticity of the evidence and demonstrated a lack of understanding.

Strand C

Generally well evidenced and assessed to national standards. Further development of free external data capture utilities has to be the way forward in this strand. However, very simple forms, i.e. that only capture the users name and email address, will not extend beyond mark band two.

Strand D

There is a continuing trend of centres offering weak evidence in this strand. Frequent testing during maintenance on features that couldn't possibly have changed should not be considered as valid evidence i.e. links within a site and regular spelling and grammar checks on pages that have not been updated. A lack of updates during the publication period of the site involving changes made to the content. The site should be complete before uploading to the Internet or an Intranet that has a large audience. Extensive essay discussions on legal aspects that have little relevance to web design and management will gain few marks.

Strand E

This strand is used to assess the quality of written communication and in the majority of the samples seen, this varied in line with the mark band indicated by the quality and depth of the evaluation. Statistics must be used in the evaluation to gain full marks in mark band two and not just presented.

Too many candidates presented unbelievable statistics/graphs and hit reports with no evidence to suggest that they belong to the site.

Inclusion of the weak evidence does not in itself result in a reduction of centre results. However if your centre is constantly being regressed at moderation and these aspects are produced in evidence, then there is a good chance that your assignment material needs to be reviewed.

Unit Results

Grade	Maximum Mark	A	B	C	D	E	N
Boundary Mark	60	45	39	33	27	22	17
Max Uniform Mark	100	80	70	60	50	40	0-39

Candidates who do not achieve the standard required for a grade E will receive a uniform mark in the range of 0-39.

Note

Grade boundaries may vary from year to year and from subject to subject.

Qualification Results

Advanced Subsidiary (Single Award)

The minimum uniform marks required for each grade:

Qualification Grade	A	B	C	D	E
Maximum Uniform Mark = 300	240	210	180	150	120

Candidates who do not achieve the standard required for a grade E will receive a uniform mark in the range of 0-119.

Advanced GCE (Single Award)

The minimum uniform marks required for each grade:

Qualification Grade	A	B	C	D	E
Maximum Uniform Mark = 600	480	420	360	300	240

Candidates who do not achieve the standard required for a grade E will receive a uniform mark in the range of 0-239.

Advanced Subsidiary (Double Award)

The minimum uniform marks required for each grade:

Qualification Grade	AA	AB	BB	BC	CC	CD	DD	DE	EE
Maximum Uniform Mark = 600	480	450	420	390	360	330	300	270	240

Candidates who do not achieve the standard required for a grade EE will receive a uniform mark in the range of 0-239.

Advanced GCE with Advanced Subsidiary (Additional)

The minimum uniform marks required for each grade:

Qualification Grade	AA	AB	BB	BC	CC	CD	DD	DE	EE
Maximum Uniform Mark = 900	720	690	630	600	540	510	450	420	360

Candidates who do not achieve the standard required for a grade EE will receive a uniform mark in the range of 0-359.

Advanced GCE (Double Award)

The minimum uniform marks required for each grade:

Qualification Grade	AA	AB	BB	BC	CC	CD	DD	DE	EE
Maximum Uniform Mark = 1200	960	900	840	780	720	660	600	540	480

Candidates who do not achieve the standard required for a grade EE will receive a uniform mark in the range of 0-479

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