

J2510intdpMOEENGZ0XXXX



Markscheme

May 2025

Interdisciplinary

On-screen examination






















12 pages



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The following are the annotations available to use when marking responses.

Annotation	Explanation	Shortcut	Annotation	Explication	Shortcut
	Benefit of the doubt			Underline tool (can be expanded)	Alt+6
	No benefit of the doubt			Unclear	Alt+2
*SYN	Synthesis	Alt+9		Repeats question	
	Basic evaluation			No explanation	
	Effective evaluation			Reasonable explanation	
	Advanced evaluation			Good explanation	
	No examples given			On page comment (text box)	Alt+0
	Good example			Seen	Alt+4
	Incorrect Point	Alt+7		Unfinished answer	
	Tick	Alt+1		Too vague	Alt+8
	Highlight tool	Alt+5		Good response / positive	Alt+3

Best fit Approach

'The approach used in assessment in the application of assessment criteria is a "best fit" model. The examiner or teacher applying an assessment criterion must choose the achievement level that overall best matches the piece of work being marked. It is not necessary for every detailed aspect of an achievement level to be satisfied for that level to be awarded but it must reflect the balance of student achievement against the markband. For example, if student work matches two of the three requirements within a markband but one is seriously lacking, the student should be awarded for the strands that have been met well, but the mark awarded should be at the lower end of the markband to compensate for what is lacking in one strand. If the level of student work spans multiple markbands, compensation depends on the performance in the higher order skills. It is worth noting that the highest level of any given criterion does not represent perfection'

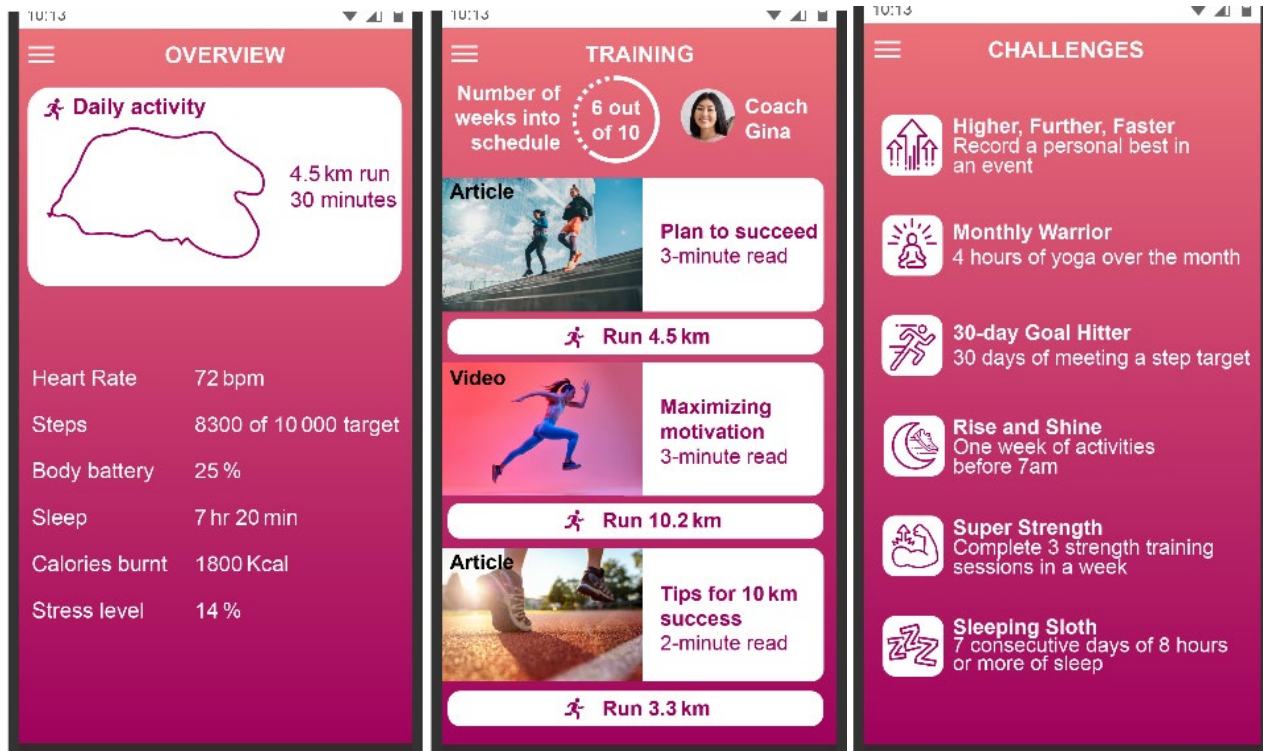
Note: Before marking, please familiarize yourself with the pre-release material, all sources, the questions and the markscheme.
***These are the command terms used throughout the markscheme.**

Command term	Definition
State*	Give a specific name, value or other brief answer without explanation or calculation.
Describe*	Give a detailed account or picture of a situation, event, pattern or process.
Evaluate*	Make an appraisal by weighing up the strengths and limitations.
Explain*	Give a detailed account including reasons or causes.
Analyse	Break down in order to bring out the essential elements or structure. To identify parts and relationships, and to interpret information to reach conclusions.
Compare and contrast	Give an account of the similarities and differences between two (or more) items or situations, referring to both (all) of them throughout.
Construct	Display information in a diagrammatic or logical form.
Create	To evolve from one's own thought or imagination, as a work or an invention.
Estimate	Obtain an approximate value for an unknown quantity.
Identify	Provide an answer from a number of possibilities. Recognize and state briefly a distinguishing fact or feature.
Justify	Give valid reasons or evidence to support an answer or conclusion. (See also "Explain".)
Suggest	Propose a solution, hypothesis or other possible answer.
To what extend	Consider the merits or otherwise of an argument or concept. Opinions and conclusions should be presented clearly and supported with appropriate evidence and sound argument.

Please note that spelling errors should not impact the marks awarded in any part of the examination.

Question 1

SMART WATCH

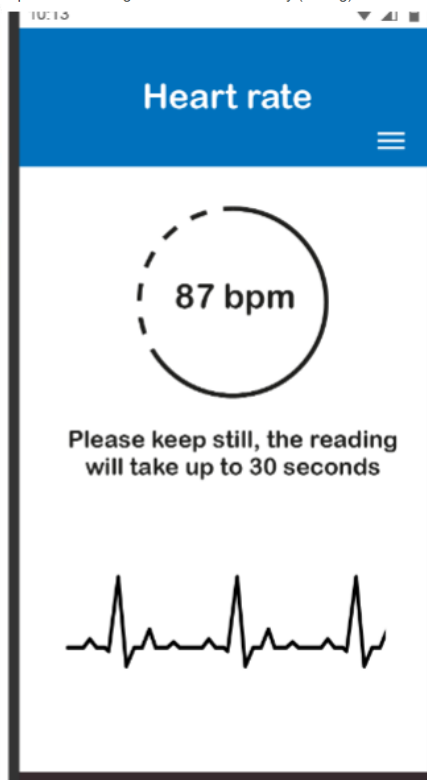


Glossary

Smart heart monitor:

Blood pressure reading - millimetres of mercury (mmHg)

SMART HEART MONITOR



Question 1 (12 marks)

Compare and contrast how the two forms of smart technology utilize the disciplines of language and literature and sciences to support their audience in monitoring their health. In your answer you must:

- explain the similarities in the syntheses
- explain the differences in the syntheses
- explain which form of technology most effectively uses synthesis to support their audience to monitor their health.

Note: Marks awarded for compare and contrasts only. Lists of attributes are to be ignored.

Note: Language and literature and sciences can be discussed separately. Implicit reference to subjects is acceptable.

Note: In the question, the term 'synthesis' refers to the apps. This means that responses that compare the apps in terms of science and language and literature should receive credit.

Marks	Descriptor
0	The student does not achieve a standard described by any of the descriptors given below.
1-3	The student: <ul style="list-style-type: none"> • states the similarities in the syntheses • states the differences in the syntheses • states which form of tech most effectively uses synthesis to support their audience in monitoring their health.
4-6	The student <ul style="list-style-type: none"> • outlines the similarities in the syntheses • outlines the differences in the syntheses • outlines which form of tech most effectively uses synthesis to support their audience in monitoring their health.
7-9	The student: <ul style="list-style-type: none"> • describes the similarities in the syntheses • describes the differences in the syntheses • describes which form of tech most effectively uses synthesis to support their audience in monitoring their health.
10-12	The student: <ul style="list-style-type: none"> • explains the similarities in the syntheses • explains the differences in the syntheses • explains which form of tech most effectively uses synthesis to support their audience in monitoring their health.

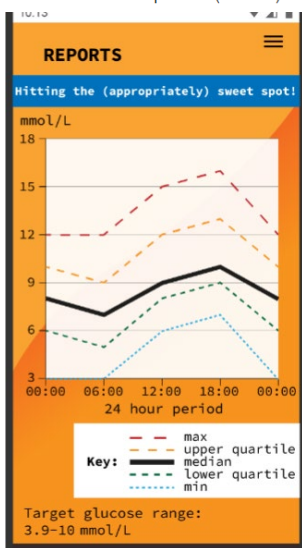
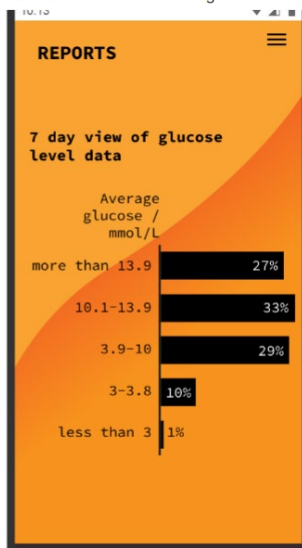
Question 2

Glossary

Smart glucose monitor:

Blood glucose concentration - millimoles per litre (mmol/L)

SMART GLUCOSE MONITOR



Video transcript:

One small step for man, one giant leap for mankind
One small step (*continually repeating*)

Jingle starts

One small step on the scale, one giant step for your health
Even the biggest dreams start with one small step.

Jingle repeats

One small step on the scale, one giant step for your health
Even the biggest dreams start with one small step.

All it takes is one small step for you to reach your goals
Here to help you on your way
Step, by step, by step



Question 2 (12 marks)

Parts of an advertising campaign

Rationale What is the purpose of the advertising campaign?	Poster This will be an image, displayed at bus stops, railway stations and on buildings. A poster is designed to be eye-catching and highlight the key features of your product.
Jingle This will accompany an advertisement. A jingle is a memorable song designed to highlight the key features of your product.	Justification An explanation of how the poster and jingle meet the rationale.

Create an advertising campaign for “The smart glucose monitor”.

In your answer you must:

- develop a rationale for your advertising campaign
- create a poster and jingle utilizing both language and literature and science that aligns with the rationale
- justify how your use of both language and literature and science allows your poster and jingle to meet your rationale.

Note: If there is no rationale, then the maximum mark is 3.

Note: If there is no poster then the maximum mark is 3.

Note: If there is no jingle then the maximum mark is 3.

Note: If the student does not synthesize both disciplines the maximum mark is 3.

Note: Responses referring to the application do not get credit. Responses must refer to the rationale, poster and/or jingle.

Note: The rationale, poster and jingle do not receive credit. Marks are awarded for the justification.

Marks	Descriptor
0	The student does not achieve a standard described by any of the descriptors given below.
1-3	The student: <ul style="list-style-type: none"> • states the use of language and literature in the poster that aligns with the rationale • states the use of science in the poster that aligns with the rationale • states the use of language and literature in the jingle that aligns with the rationale • states the use of science in the jingle that aligns with the rationale.
4-6	The student: <ul style="list-style-type: none"> • outlines the use of language and literature in the poster that aligns with the rationale • outlines the use of science in the poster that aligns with the rationale • outlines the use of language and literature in the jingle that aligns with the rationale • outlines the use of science in the jingle that aligns with the rationale.
7-9	The student: <ul style="list-style-type: none"> • describes the use of language and literature in the poster that aligns with the rationale • describes the use of science in the poster that aligns with the rationale • describes the use of language and literature in the jingle that aligns with the rationale • describes the use of science in the jingle that aligns with the rationale.
10-12	The student: <ul style="list-style-type: none"> • explains the use of language and literature in the poster that aligns with the rationale • explains the use of science in the poster that aligns with the rationale • explains the use of language and literature in the jingle that aligns with the rationale • explains the use of science in the jingle that aligns with the rationale.

Question 3

Create an opinion piece arguing your point of view about how data is being collected by wearable devices. In your article you must:

- explain your point of view on how data is collected
- explain your arguments against any potential opposing point of view
- support your opinion piece with evidence from the pre-release material.

(12 marks)

Note: Points of view must be explicit

Note: If there is no Point of view, responses score 0 for strand 1 and 0 for strand 2 and also a maximum of 6 for strand 3. This means the maximum overall mark that can be awarded without an explicit point of view is 2.

Marks	Descriptor
0	The student does not achieve a standard described by any of the descriptors below.
1–3	The student: <ul style="list-style-type: none"> • states a point of view • states arguments against an opposing point of view.
4–6	The student: <ul style="list-style-type: none"> • outlines a point of view • outline arguments against an opposing point of view • attempts to use evidence from the pre-release material.
7–9	The student: <ul style="list-style-type: none"> • describe a point of view • describe arguments against an opposing point of view • uses relevant evidence from the pre-release material.
10–12	The student: <ul style="list-style-type: none"> • explains a point of view • explains arguments against an opposing point of view • uses extensive relevant evidence from the pre-release material.

Reference 1: Four types of devices to monitor health and their apps

This media is interactive

Click on the image of the device to reveal the phone app.

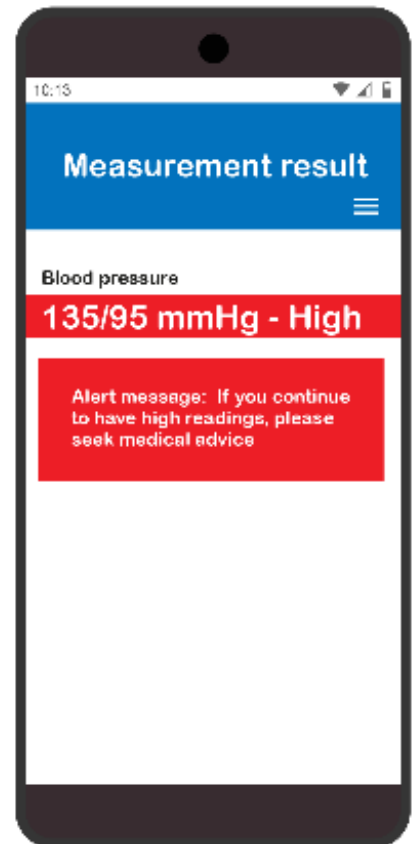
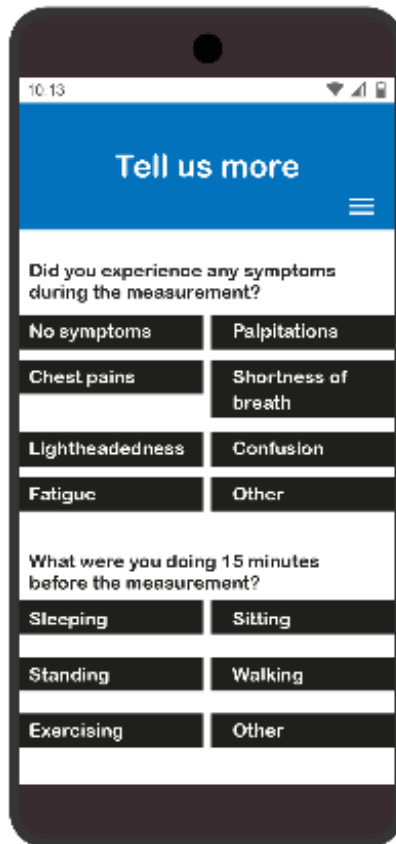
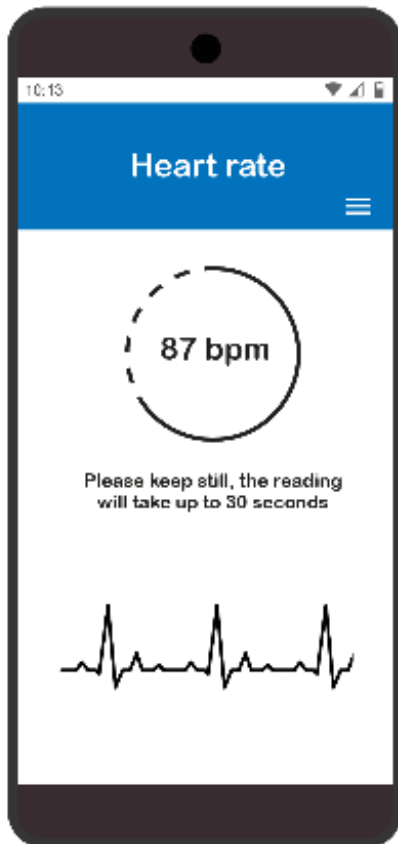
Glossary

Smart glucose monitor: Blood glucose concentration - millimoles per litre (mmol/L)

Smart heart monitor: Blood pressure reading - millimetres of mercury (mmHg)

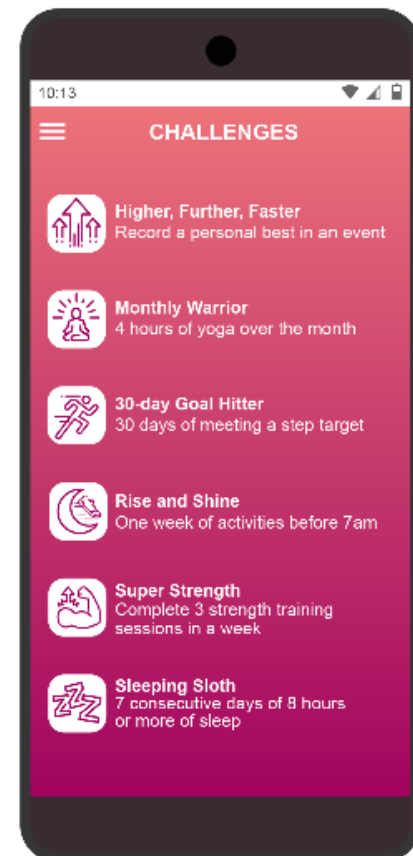
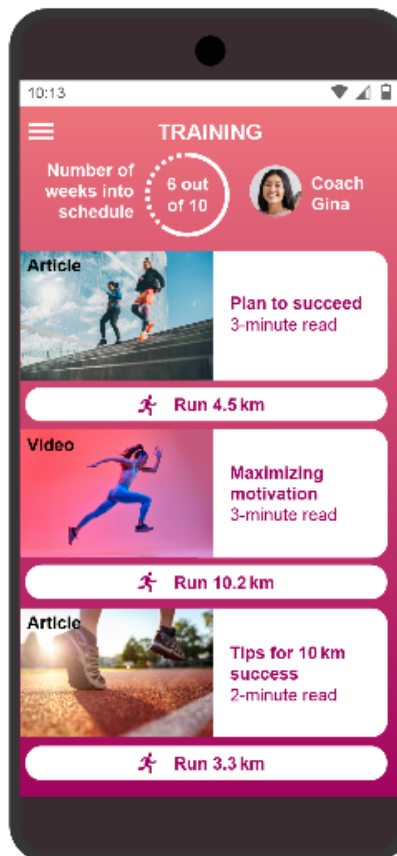
SMART HEART MONITOR

MENU



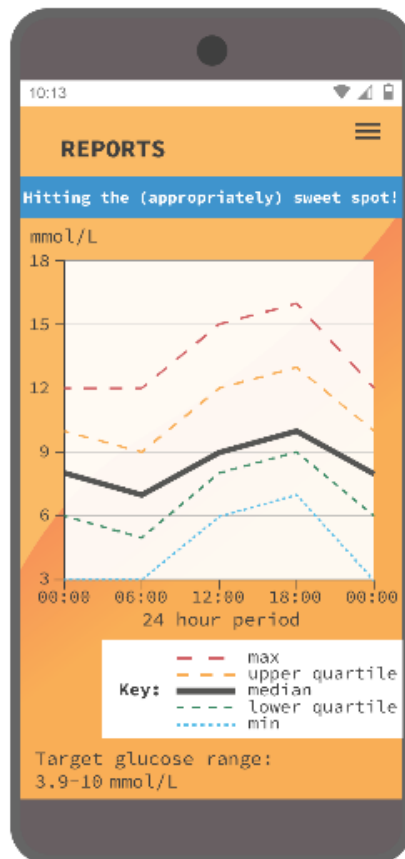
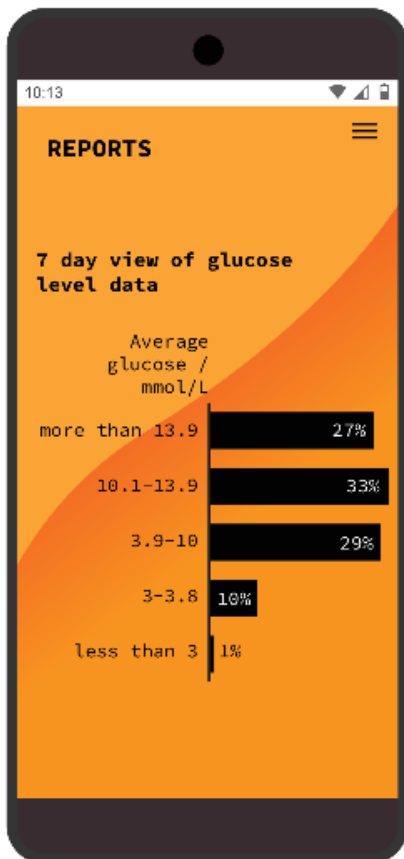
SMART WATCH

MENU



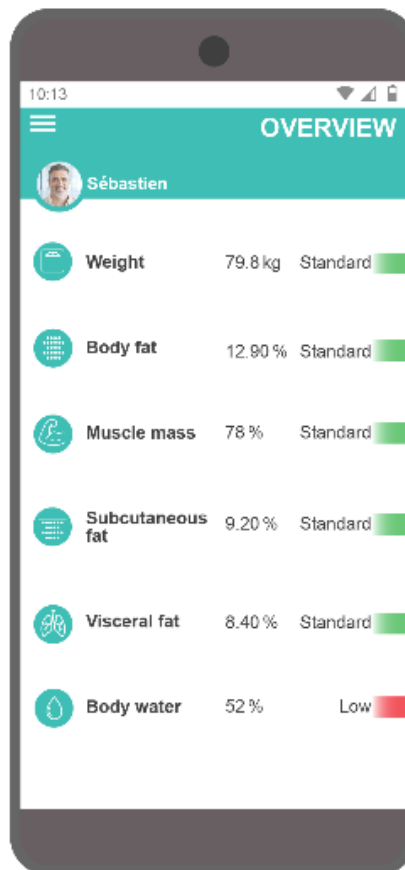
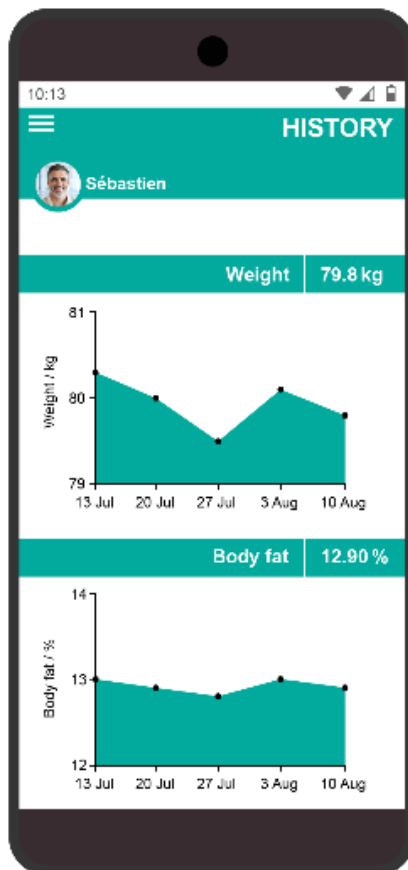
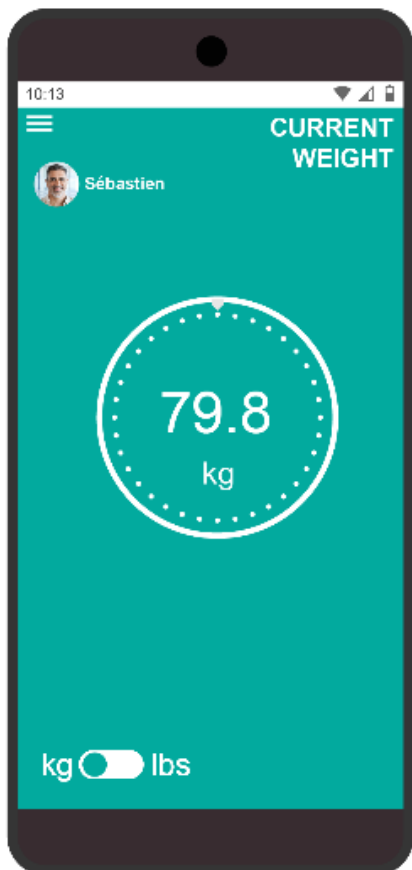
SMART GLUCOSE MONITOR

MENU



SMART SCALES

MENU



Reference 4: Where does my data go?

Video script:

Almost all smart technology can be viewed on mobile phone apps.

The mobile phone apps are designed to be user friendly, informative and encourage regular interactions.

Many mobile apps are used to monitor health, these require personal information about the user to track and report progress.

How can the user of the mobile app protect their personal data?

Privacy policies were originally meant to protect users, but now they give corporations more rights to your data than you might realize.

When you sign up for a mobile app, you have to agree to the terms of service, which gives the provider a broad license to use anything you post. You are giving up ownership and control of your personal data and your uploads, to a big company.

Let's take a look at the rights of the companies that provide mobile apps.

When you register for an account on a mobile app you must accept the terms and conditions in order to create an account. The desire to access the app is greater than the desire to protect the personal data.

"We do not claim ownership of any content you post on the app. Instead, you grant us a worldwide permission to use the content that you post on our app without exception or payment."

By agreeing to the terms and conditions, the companies have the right to use your content and collect data about you without your knowledge. They can track your location and collect information from any device you use. Even if you delete your account, some of your data might still be there.

Do you have any control over your privacy?

When it comes to privacy settings, they may not always protect you completely and are not always user-friendly.

Apps store your information for as long as they need it, even if you delete your account. So, it's important to be careful about what you post online because it could end up anywhere, even if you set your privacy settings to limit who can see your posts.

Reference 3: Four perspectives on data collection



App developer

Using the data I collect I can enhance the user experience, customize content, and create new features or services. I can make a wearable device more useful when I collect the data on how it is working. I also use this information for advertisers so we can provide more tailored marketing to our clients. We have been struggling to store and process all the data we do collect—it is certainly a challenge to keep it secure!



Teenage user

I use my location tracker all the time with my parents. They like to know where I am. It keeps me safe! Also, the heart rate monitor helps me when I am training with my team. I can look back at my sessions to make sure my heart rate is consistent. Sometimes I get targeted marketing on my socials app based on where I have been that week, technology is so smart!



Senior user

I have had diabetes all my life. At first I was nervous about trusting technology to check my sugar. What if it wasn't working properly or wasn't charged? But using my wearable monitor has really improved the quality of my life. I can look back on my data over the month to discuss it with my doctor. It even beeps to wake me up at night if my sugar is low. I sleep much better this way.



Medical professional

Wearable technology has the potential to really change my workflow by providing real-time health data and allowing me to check on patients at home as well as in the office. Wearable medical devices can reduce the need for hospital and doctor visits and give patients more control over their own health. I have no experience storing data digitally, so we have hired an IT company to help with this.

Reference 4: Journalistic text types**Advertisement**

Definition: A text that is displayed publicly for the purpose of promotion of a product, service or event

Purpose:
To persuade

Opinion piece

Definition: A text in which the author writes about a controversial issue and gives their point of view

Purpose:
To persuade

Impartial news

Definition: A news article that does not favor any side of the argument—it is fair and balanced to all perspectives

Purpose:
To inform

Explainer

Definition: A text whose purpose is to explain the facts of a topic, event or concept

Purpose:
To inform

©

Reference 5: Advertising campaign

Advertising campaign – video advert

Video advert

Video script:

One small step for man, one giant leap for mankind

One small step (*continually repeating*)

Jingle starts

One small step on the scale, one giant step for your health

Even the biggest dreams start with one small step.

Jingle repeats

One small step on the scale, one giant step for your health

Even the biggest dreams start with one small step.

All it takes is one small step for you to reach your goals Here to help you on your way

Step, by step, by step

Poster advert