

## Unit 8: Technological innovation and e-commerce (2010)

Student Name:

Teacher:

Date:

| Assessment Objective                                                                               | Pass                                                                                                                                                                                                                                                                                                                                     | Merit                                                                                                                                                                                                                                                                                                                                                                                                                                                      | Distinction                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |
|----------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>AO1</b><br><i>Identify the effects of ICT on the individual</i>                                 | Candidates briefly describe how technology from at least three of the categories is used by the individual. They describe how the technology is used and suggest some benefits and disadvantages.<br>Candidates may not use correct terminology.                                                                                         | Candidates describe in detail how technology from at least four of the categories is used by the individual. They describe how the technology is used and give a range of benefits and disadvantages.<br>Candidates use the correct terminology most of the time.                                                                                                                                                                                          | Candidates explain in detail how technology from at least five of the categories is used by the individual. They explain how the technology is used and give a wide range of benefits and disadvantages.<br>Candidates use the correct terminology.                                                                                                                                                                                                                                                       |
| <b>AO1 NOTES</b>                                                                                   | <b>AO1: P M D</b>                                                                                                                                                                                                                                                                                                                        |                                                                                                                                                                                                                                                                                                                                                                                                                                                            |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |
| <b>AO2</b><br><i>Describe an innovation in ICT</i>                                                 | Candidates identify one innovation in ICT.<br>Candidates describe briefly its purpose, how it works and one benefit and one limitation.<br>Candidates may not use correct terminology.                                                                                                                                                   | Candidates identify one innovation in ICT.<br>Candidates describe its purpose, how it works and a range of benefits and limitations.<br>Candidates use the correct terminology most of the time.                                                                                                                                                                                                                                                           | Candidates identify one innovation in ICT.<br>Candidates give a detailed description of its purpose, the extent to which it achieves its purpose, how it works and a range of benefits and limitations.<br>Candidates use the correct terminology.                                                                                                                                                                                                                                                        |
| <b>AO2 NOTES</b>                                                                                   | <b>AO2: P M D</b>                                                                                                                                                                                                                                                                                                                        |                                                                                                                                                                                                                                                                                                                                                                                                                                                            |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |
| <b>AO3</b><br><i>Investigate how e-commerce has affected the way people buy goods and services</i> | Candidates give a brief definition of e-commerce.<br>Candidates will explain how e-commerce has changed the way people buy goods and services covering the key points of choice, convenience and cost. They give an example to illustrate at least one of these key points.<br>Candidates may not use correct terminology.               | Candidates give a definition of e-commerce using examples of at least two different types of e-commerce website.<br>Candidates will explain how e-commerce has changed the way people buy goods and services covering the key points of choice, convenience, cost, location and flexibility. They give an example to illustrate each of three of these key points.<br>Candidates use the correct terminology most of the time.                             | Candidates give a detailed definition of e-commerce using examples of a range of different types of e-commerce website.<br>Candidates will give a detailed explanation of how e-commerce has changed the way people buy goods and services covering the key points of choice, convenience, cost, location and flexibility. They give an example to illustrate each of the five key points.<br>Candidates use the correct terminology.                                                                     |
| <b>AO3 NOTES</b>                                                                                   | <b>AO3: P M D</b>                                                                                                                                                                                                                                                                                                                        |                                                                                                                                                                                                                                                                                                                                                                                                                                                            |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |
| <b>AO4</b><br><i>Investigate an e-commerce website</i>                                             | Candidates identify one e-commerce website.<br>Candidates identify the purpose and audience of the website. This description may not be fully accurate.<br>Candidates use annotated screenshots to describe some of the e-commerce features of the website.<br>Candidates may not use correct terminology.                               | Candidates identify one e-commerce website.<br>Candidates identify the purpose and audience of the website.<br>Candidates use annotated screenshots to give an accurate description of a range of the e-commerce features of the website.<br>Candidates use the correct terminology most of the time.                                                                                                                                                      | Candidates identify one e-commerce website.<br>Candidates identify the purpose and audience of the website. They describe the extent to which the site meets its aim, giving examples.<br>Candidates use annotated screenshots to give a detailed description of a range of the e-commerce features of the website.<br>Candidates use the correct terminology.                                                                                                                                            |
| <b>AO4 NOTES</b>                                                                                   | <b>AO4: P M D</b>                                                                                                                                                                                                                                                                                                                        |                                                                                                                                                                                                                                                                                                                                                                                                                                                            |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |
| <b>AO5</b><br><i>Understand legal and moral issues in the digital age</i>                          | Candidates describe some of the main requirements of legislation relating to data protection, copyright and computer misuse.<br>They will briefly describe at least one moral issue related to the use of digital technology, giving a specific example to illustrate their description.<br>Their descriptions will be largely accurate. | Candidates describe the main requirements of legislation relating to data protection, copyright and computer misuse. For each type of legislation their descriptions will include at least one example of an issue affected by it.<br>They will describe at least two different moral issues related to the use of digital technology, giving a specific example for each to illustrate their descriptions.<br>Their descriptions will be mostly accurate. | Candidates explain the main requirements of legislation relating to data protection, copyright and computer misuse, giving reasons for the requirements.<br>Their explanations will be illustrated by a range of examples.<br>They will describe at least two different moral issues related to the use of digital technology, explaining why they have occurred and discussing opposing opinions.<br>They will use a range of examples to illustrate the issues.<br>Their descriptions will be accurate. |
| <b>AO5 NOTES</b>                                                                                   | <b>AO5: P M D</b>                                                                                                                                                                                                                                                                                                                        |                                                                                                                                                                                                                                                                                                                                                                                                                                                            |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |

Overall grade awarded for this unit: **PASS** **MERIT** **DISTINCTION** (Circle ONE grade) Signature: \_\_\_\_\_