

WJEC / Eduqas Media Studies and Film Studies

Managing AI (Artificial Intelligence) in Non-Exam Assessment (NEA): Guidance for Centres

This document summarises the key points of the JCQ (Joint Council for Qualifications) AI Use in Assessments: Protecting the Integrity of Qualifications¹ guidance and offers suggestions to centres about preventing the misuse of AI in Film and Media Studies NEA.

What is AI misuse in NEA?

AI misuse is candidates' use of AI (artificial intelligence) tools to obtain and create content used in work produced for non-examined assessments which lead towards their qualifications. At the time of writing, examples of AI tools include: ChatGPT to create screenplays and written analyses; image generators such as Midjourney; and Deforum AI to generate mise-en-scène and lighting in moving image productions.

Any use of AI to create content for assessment is **not permitted**. Candidates must submit work for assessment which is their own, original work and which applies the knowledge, skills and understanding developed through their Media and Film qualifications. Any use of AI which means candidates have not independently produced their own, original work is **malpractice**.

Any work that is created by AI should not form part of the candidate's assessment and must be declared. Where it is permitted that found footage forms a small part of the production, it would be permitted that AI is used. For example, in Film Studies, candidates are allowed to submit up to 10 seconds of found footage for short films. This is not assessed nor included in the total running time. In Media Studies, candidates are required to create original material with specific exceptions that are detailed in each year's NEA brief. Candidates must provide a full acknowledgement of the content that is generated for the non-assessed 10 seconds or less, with the full name of the AI source and date the content was generated, e.g., <https://www.midjourney.com/home> (06.12.23). Centres and candidates should be aware that poor referencing constitutes malpractice.

We are aware that AI is built into programmes such as Photoshop. Candidates are permitted to use these programmes to manipulate and edit their original images to remove unwanted elements; however, learners are not permitted to use Photoshop or any other software to generate content using a text prompt to add to their original images. Candidates must disclose any software that they have used in the production of the NEA on their cover sheet.

¹ JCQ, 2023, *AI Use in Assessments: Protecting the Integrity of Qualifications*, available at <https://www.jcq.org.uk/exams-office/malpractice/artificial-intelligence/> [date accessed 03/10/23]

Whose responsibility is it to mitigate against AI use in NEA?

It is the centre's responsibility to ensure malpractice policies and procedures are updated and implemented. Assessors must not accept work which is not the candidate's own. The Head of Centre has the ultimate responsibility for ensuring candidates do not submit inauthentic work.

JCQ guidance states that centres should do the following:

- Explain the importance of candidates submitting their own independent work
- Ensure the centre's malpractice policy includes the misuse of AI
- Reinforce to candidates the significance of their electronic declaration where they confirm their work is their own.

Teachers are also required to authenticate candidate's work before it can be submitted for assessment.

Suggestions to prevent misuse of AI in NEA

Centres are advised to refer to the subject qualification specification information about assessment evidence and authentication for information about what is required to appropriately authenticate work.

JCQ and WJEC / Eduqas recommend centres and teachers do the following to help prevent the misuse of AI in assessment:

- Consider restricting access to online AI tools on centre devices and networks
- Allocate time for sufficient portions of written work (e.g., screenplays, Statement of Aims and Intentions, DVD/Blu-Ray blurbs, text for magazines or websites, reflective analysis) to be done in class under direct supervision
- Allocate time for sufficient portions of pre- and post-production work to be done in class under direct supervision
- Examine intermediate / planning stages of production work and keep evidence of planning. In Media Studies, this should be detailed in Section A of the Cover Sheet. (please note that planning is not submitted to WJEC / Eduqas for assessment)
- For moving image work, teachers could set tasks in class where candidates practise camerawork and could then compare this with their final submitted work
- Examine unused production footage such as outtakes
- Investigate instances where candidates produce work which is different to their usual style or quality
- Do not accept work for assessment which it is suspected has been created by AI tools.

How do I report misuse of AI in my candidates' work?

- If the candidate has not signed the declaration of authentication on the cover sheet, WJEC / Eduqas does not need to be notified, and the matter should be resolved within the centre.
- If AI misuse is suspected by a WJEC / Eduqas moderator, this will be escalated to the Malpractice team who will investigate further and liaise with the Head of Centre. If necessary, sanctions may be imposed. These may include a reduction in marks for the Component, being awarded zero marks for a Component, or the candidate being withdrawn from one or more Components or qualifications.

How are WJEC / Eduqas supporting teachers in the management of AI in NEA?

- Providing clear guidance on misuse of AI at NEA CPD/PL events and on subject websites
- Offering opportunities for teachers to share good practice on mitigating against misuse of AI in CPD
- Updating declaration statements on cover sheets to include reference to AI.

Key contacts

If you have any queries regarding potential misuse of AI in your candidates' NEA work, please contact the following:

Hilary Jaques

Subject Officer, Eduqas GCSE and GCE Media Studies, WJEC GCE Media Studies:
media@eduqas.co.uk or media@wjec.co.uk

Jenny Stewart

Subject Officer, Eduqas GCSE and GCE Film Studies, WJEC GCSE Media Studies:
film@eduqas.co.uk or media@wjec.co.uk