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Digital society
Higher level and standard level
Paper 2 – source booklet

20 May 2025

Zone A morning | **Zone B** morning | **Zone C** morning

1 hour 15 minutes

Instructions to candidates

- Do not open this booklet until instructed to do so.
- This booklet contains the sources required for digital society higher level and standard level paper 2.

The hybrid workplace

Background

MMD Advertising (MMDA) has adopted a 3-2-2 hybrid model in which employees work at the MMDA office for three days of the week and remotely from home two days of the week, with the other two days (the weekend) off work.

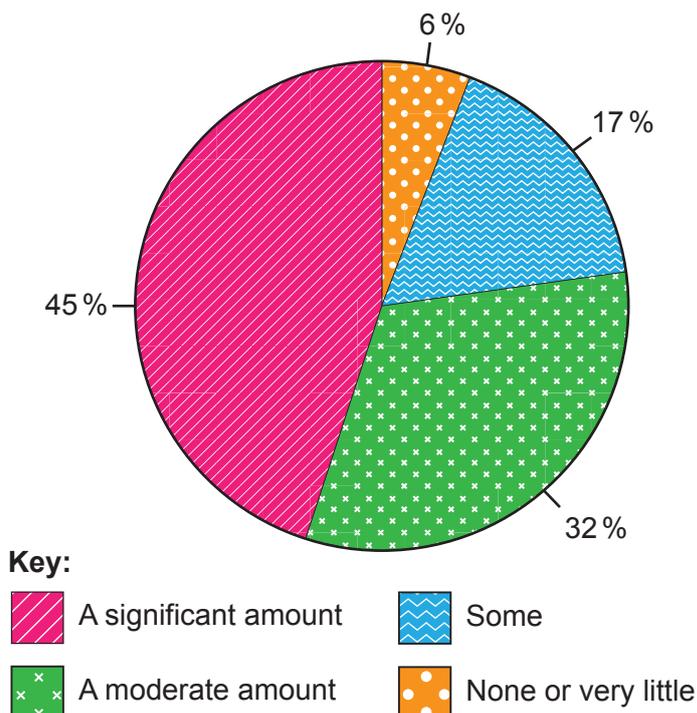
Source A The home office



Source B The use of instant messaging

In a recent survey, MMDA asked its employees about their use of instant messaging (IM) for communication with clients and colleagues. MMDA defines IM as the real-time exchange of text and multimedia messages over the internet.

How much of your communication with clients and colleagues uses IM?



Source C Benefits of the 3-2-2 hybrid model

MMDA employees have shared their opinions about the hybrid model.



Sam – Team member

I really like the 3-2-2 hybrid model because working from home lets me manage work, take care of the children, and handle household jobs, and I don't have to deal with the drive to work. My manager is happy as long as I get my work done. Plus, on the days I work from home, I let my children use my work computer for their homework. It works out perfectly for me and my family.

Ash – Team member

Working from home is fantastic because I'm trusted to just get on with my job. As there are fewer interruptions, I get a lot done! But I sometimes end up working until 11:00 pm, so I might miss our 10:00 am meetings. Still, it's great for my well-being!

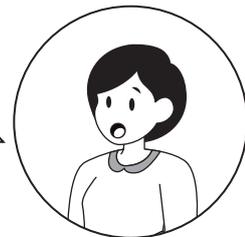


Rowan – Office manager

The 3-2-2 hybrid model helps us organize which teams are in the office on specific days. This has allowed us to reduce our office space by at least 25%.

Alex – Team leader

Having the team in the office three days a week is great! Face-to-face chats not only strengthen our team but also keep us focused on our team goals. It helps us avoid the disconnected feeling from working at home all the time.



Source D Rules for working remotely from home

MMDA released these rules for employees working remotely from home:

- Make yourself available for remote meetings between 10:00 am and 2:00 pm. Outside these times you can set your own working hours.
 - Attend the team meetings at 10:00 am every day.
 - Designate a specific area at home for your home office.
 - Follow the MMDA ergonomic guidelines to set up your home office.
 - Take responsibility for the equipment we give you.
 - Follow the MMDA rules for keeping our data secure.
-

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References:

Source A ma_rish, 2019. *Working at home, coworking space, concept illustration. Young people, man and woman freelancers working at home. Vector flat style illustration – stock illustration.* [online] Available at: www.gettyimages.co.uk/detail/illustration/working-at-home-coworking-space-concept-royalty-free-illustration/1144176152 [Accessed 22 April 2024.] Source adapted.