



Australia's Global University

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ent uneaten in the
2010



Scheduling recess before lunch can **reduce plate waste by**

AS MUCH AS 30%



Extending lunch periods from

20 TO 30

minutes reduced plate waste by nearly one-third



SMARTER LUNCHROOM STRATEGIES,

such as how foods are named and where they are placed in the cafeteria, can facilitate healthy choices and increase fruit and vegetable consumption by

UP TO 70%



MDIA3005

Social Innovation and Engagement

Term Three // 2019

Course Overview

Staff Contact Details

Convenors

Name	Email	Availability	Location	Phone
Lukasz (Luk) Swiatek	L.Swiatek@unsw.edu.au	TBA	Office 122 (level 1), Robert Webster (building code: G14)	+61 2 9385 8535

School Contact Information

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The School of the Arts and Media would like to Respectfully Acknowledge the Traditional Custodians, the Bedegal (Kensington campus), Gadigal (City and Art & Design Campuses) and the Ngunnawal people (Australian Defence Force Academy in Canberra) of the lands where each campus of UNSW is located.

Course Details

Credit Points 6

Summary of the Course

Subject Area: *Media*

The course focuses on the role of social media in the development of interactive engagement processes to address social problems. You will explore multiple communicative processes for engaging with diverse publics across multiple platforms. You will undertake an independent media-oriented investigation of social innovation and community engagement. The course will explore how engagement strategies can be deployed to develop socially and environmentally innovative solutions to problems.

Course Learning Outcomes

1. Analyse concepts relating to social innovation and engagement
2. Design social media campaigns featuring strategy and analytics
3. Appraise the personal, professional and civic responsibilities in social media networking

Teaching Strategies

Rationale:

This course is designed to facilitate problem and practice based learning to ensure active participation.

Case studies will be used to provide collaborative and online learning opportunities in a large class. A problem based learning approach will also inform the design and implementation of engagement strategies and tactics - especially various social media tools. Web lecture and online forums will enable students to contribute to the development of key concepts, network analytics, strategies and tactics. You will engage in conversation with social networks, influencers and followers on behalf of a social innovation cause by using and integrating various social media platforms.

Teaching Strategies:

This course uses face-to-face teaching with a one-hour web lecture and two-hour tutorials to allow for practical exercises and collaborative work. The tutorials are designed for both individual and collaborative teamwork, including exchange of ideas and voluntary help within and between classes. For each tutorial, you will receive a detailed online weekly guideline. About half of each web lecture will be used for tutorial instruction too.

Assessment

Assessment Tasks

Assessment task	Weight	Due Date	Student Learning Outcomes Assessed
Weekly reflections	50%	Weekly	1,3
Social Media Campaign Outline (Written)	20%	10/10/2019 11:59 PM	1,2
Social media campaign presentation	30%	The presentations will be held in the week 10 tutorials	2,3

Assessment Details

Assessment 1: Weekly reflections

Start date: Not Applicable

Details: Individual task
Feedback provided via LMS
2,000 words in total
Weekly 200-word reflections on readings based on tutorial discussions and activities

Assessment 2: Social Media Campaign Outline (Written)

Start date: Not Applicable

Details: Individual task
Feedback provided via LMS
1,200 words
Students develop a written social media campaign (outline) - topics to be discussed

Assessment 3: Social media campaign presentation

Start date: Not Applicable

Details: Group (in pairs or groups of three)
Feedback provided via LMS
Presentation has a submitted component of 800 - 1000 words equivalent
5 to 6 minutes
This is the last assessment task
Students present a social media campaign (topics to be discussed) featuring four tactics/pieces of collateral

Attendance Requirements

Students are strongly encouraged to attend all classes and review lecture recordings.

Course Schedule

[View class timetable](#)

Timetable

Date	Type	Content
Week 1: 16 September - 20 September		For details about the topic, see the course Moodle site
Week 2: 23 September - 27 September		For details about the topic, see the course Moodle site
Week 3: 30 September - 4 October		For details about the topic, see the course Moodle site
Week 4: 7 October - 11 October		Reading Week
Week 5: 14 October - 18 October		For details about the topic, see the course Moodle site
Week 6: 21 October - 25 October		For details about the topic, see the course Moodle site
Week 7: 28 October - 1 November		For details about the topic, see the course Moodle site
Week 8: 4 November - 8 November		For details about the topic, see the course Moodle site
Week 9: 11 November - 15 November		For details about the topic, see the course Moodle site
Week 10: 18 November - 22 November		For details about the topic, see the course Moodle site

Resources

Prescribed Resources

For details about the prescribed resources, see the course Moodle site.

Recommended Resources

For details about the recommended resources, see the course Moodle site.

Course Evaluation and Development

The teaching team values your feedback very much, in striving to provide you with the most enriching learning experience possible. Please feel very welcome to contact your tutor or the course convenor (Luk) with any feedback or questions at any point during the term. The course will be evaluated, at minimum, through an informal mid-term survey, as well as the formal end-of-term survey. Both the quantitative and qualitative data will be carefully analysed to understand the course's strengths and areas requiring further development. Changes, based on the feedback, will be implemented where possible during the term, and certainly after the term has finished in preparation for the next iteration of the course.

Submission of Assessment Tasks

Submission of Assessment Tasks

Turnitin Submission

If you encounter a problem when attempting to submit your assignment through Turnitin, please telephone External Support on 9385 3331 or email them on externalteltsupport@unsw.edu.au . Support hours are 8:00am – 10:00pm on weekdays and 9:00am – 5:00pm on weekends (365 days a year). If you are unable to submit your assignment due to a fault with Turnitin you may apply for an extension, but you must retain your ticket number from External Support (along with any other relevant documents) to include as evidence to support your extension application. If you email External Support you will automatically receive a ticket number, but if you telephone you will need to specifically ask for one. Turnitin also provides updates on their system status on Twitter.

Generally, assessment tasks must be submitted electronically via either Turnitin or a Moodle assignment. In instances where this is not possible, it will be stated on your course's Moodle site with alternative submission details.

For information on how to submit assignments online via Moodle: <https://student.unsw.edu.au/how-submit-assignment-moodle>

Academic Honesty and Plagiarism

Plagiarism is using the words or ideas of others and presenting them as your own. It can take many forms, from deliberate cheating to accidentally copying from a source without acknowledgement.

UNSW groups plagiarism into the following categories:

Copying: using the same or very similar words to the original text or idea without acknowledging the source or using quotation marks. This also applies to images, art and design projects, as well as presentations where someone presents another's ideas or words without credit.

Inappropriate paraphrasing: Changing a few words and phrases while mostly retaining the original structure and/or progression of ideas of the original, and information without acknowledgement. This also applies in presentations where someone paraphrases another's ideas or words without credit and to piecing together quotes and paraphrases into a new whole, without appropriate referencing.

Collusion: working with others but passing off the work as a person's individual work. Collusion also includes providing your work to another student before the due date, or for the purpose of them plagiarising at any time, paying another person to perform an academic task, stealing or acquiring another person's academic work and copying it, offering to complete another person's work or seeking payment for completing academic work.

Inappropriate citation: Citing sources which have not been read, without acknowledging the "secondary" source from which knowledge of them has been obtained.

Duplication ("self-plagiarism"): submitting your own work, in whole or in part, where it has previously been prepared or submitted for another assessment or course at UNSW or another university.

Correct referencing practices:

- Paraphrasing, summarising, essay writing and time management
- Appropriate use of and attribution for a range of materials including text, images, formulae and concepts.

Individual assistance is available on request from The Learning Centre (<http://www.lc.unsw.edu.au/>). Students are also reminded that careful time management is an important part of study and one of the identified causes of plagiarism is poor time management. Students should allow sufficient time for research, drafting and proper referencing of sources in preparing all assessment items.

UNSW Library also has the ELISE tool available to assist you with your study at UNSW. ELISE is designed to introduce new students to studying at UNSW but it can also be a great refresher during your study.

Completing the ELISE tutorial and quiz will enable you to:

- analyse topics, plan responses and organise research for academic writing and other assessment tasks
- effectively and efficiently find appropriate information sources and evaluate relevance to your needs
- use and manage information effectively to accomplish a specific purpose
- better manage your time

- understand your rights and responsibilities as a student at UNSW
- be aware of plagiarism, copyright, UNSW Student Code of Conduct and Acceptable Use of UNSW ICT Resources Policy
- be aware of the standards of behaviour expected of everyone in the UNSW community
- locate services and information about UNSW and UNSW Library

Some of these areas will be familiar to you, others will be new. Gaining a solid understanding of all the related aspects of ELISE will help you make the most of your studies at UNSW.

<http://subjectguides.library.unsw.edu.au/elise/aboutelise>

Academic Information

For essential student information relating to:

- requests for extension;
- late submissions guidelines;
- review of marks;
- UNSW Health and Safety policies;
- examination procedures;
- special consideration in the event of illness or misadventure;
- student equity and disability;
- and other essential academic information, see

<https://www.arts.unsw.edu.au/current-students/academic-information/protocols-guidelines/>

Image Credit

'Reducing food waste infographic', USDA, retrieved
from: https://live.staticflickr.com/5557/15032644782_9bf91574f6_o_d.jpg

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