



UNSW
SYDNEY

Australia's
Global
University



MDIA5027

Understanding Digital Cultures



MDIA5027

Understanding Digital Cultures

Term Three // 2020

Course Overview

Staff Contact Details

Convenors

Name	Email	Availability	Location	Phone
Edgar Gómez Cruz	e.gomezcruz@unsw.edu.au	Tuesdays 10-12	231G Robert Webster Building	

School Contact Information

School of the Arts and Media

Room 312, Level 3, Robert Webster Building (G14)

Phone: (02) 9385 4856

Email: sam@unsw.edu.au

Website: www.arts.unsw.edu.au/sam

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

This course critically investigates the internet, social media, and digital technologies - we will trace the pervasive influence of digital cultures throughout contemporary life, moving 'beyond' the digital in order to think about the consequences of digitisation. The course will employ socio-cultural understandings of our information society, with a cultural studies/ethnographic approach to examining the production, circulation, and use of digital media and multimedia.

Understanding Digital Cultures will address a range of themes, such as: material cultures; DIY cultures; visual cultures; etc.

Course Learning Outcomes

1. Identify and conceptualise the pervasive influence of digital cultures throughout contemporary life.
2. Understand and be able to discuss the interface between emerging/established new media technologies, and cultural practices involving information, communication, knowledge, identities and power.
3. Develop the capacity to critically reflect upon and creatively analyse the implications of particular instances of the production, use, and consumption of digital media and multimedia in today's information society.

Teaching Strategies

The course will be taught with a 1-hr lecture together with a 1-hr seminar each week - it will be focused on active learning, critical thinking and discussion-based thinking, as students will be asked to reflect on contemporary digital cultures within our contemporary everyday life, particularly in terms of their own experience and practice.

Assessment

Assessment Tasks

Assessment task	Weight	Due Date	Student Learning Outcomes Assessed
In-Class Project	20%	02/10/2020 11:59 PM	1
Short Essay	30%	23/10/2020 11:59 PM	1,2
Major Project	50%	20/11/2020 11:59 PM	1,2,3

Assessment Details

Assessment 1: In-Class Project

Start date:

Details:

Ongoing creative project (such as a blog or social media curation), which is worked on in class in small groups.

Students will receive verbal feedback in class and written feedback via Moodle; social media statistics and social media feedback will impact the grade.

Additional details:

Check Moodle for more information

Turnitin setting: This is not a Turnitin assignment

Assessment 2: Short Essay

Start date:

Details:

1000 words.

Students will receive written feedback via Turnitin.

Additional details:

Check Moodle for more information

Assessment 3: Major Project

Start date:

Details:

2500 words; or, a media format (a video, a blog, a podcast, etc.), which needs to be first approved by the convenor.

This is the final assessment task.

Students will receive written feedback via Turnitin.

Additional details:

Check Moodle for more information

Turnitin setting: This assignment is submitted through Turnitin and students do not see Turnitin similarity reports.

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: 14 September - 18 September	Lecture	Welcome to the everyday life in the postdigital era. Keywords: Digitisation, technology, everyday life, culture(s)
Week 2: 21 September - 25 September	Lecture	Understanding algorithmic and data cultures Keywords: Algorithms, culture, datafication, automation
Week 3: 28 September - 2 October	Lecture	Understanding digital participation, communities and identities Keywords: Consumption, production, participation, communities
	Assessment	In-class project (Turnitin submission)
Week 4: 5 October - 9 October	Lecture	Understanding Privacy and surveillance Keywords: Privacy, surveillance, consumption, social media
Week 5: 12 October - 16 October	Reading	Understanding Mobility and work in the algorithmic age Keywords: Mobility, work, automation, gig economy
Week 6: 19 October - 23 October	Reading	
	Assessment	Short-essay (Turnitin submission)
Week 7: 26 October - 30 October	Lecture	Understanding political digital cultures Keywords: Politics, social movements, resistances
Week 8: 2 November - 6 November	Lecture	Understanding leisure cultures Keywords: Gaming, binge watching, social media, celebrities
Week 9: 9 November - 13 November	Lecture	Understanding digital inequalities and algorithmic vulnerability Keywords: inequalities, surveillance capitalism, digital rights
Week 10: 16 November - 20 November	Lecture	Understanding digital futures

	Keywords: Future, robots, data, robots, automation
Assessment	Major Project (Turnitin Submission)

Resources

Prescribed Resources

Lectures will be online and available both as recorded videos and pdf booklet

Recommended Resources

There are three texts that could present a useful introduction to the course:

Doueih, M. (2011, 2006) *Digital Cultures*. Cambridge MA: Harvard University Press

Creeber, G. and Martin, R. (2009) *Digital Cultures: Understanding Networks*. Maidenhead: Open University Press.

Miller, V. (2011) *Understanding Digital Cultures*. London: SAGE.

Also, some useful journals include: *The Information Society*, *New Media and Society*, *Media Culture and Society*, *Convergence*, *Mobile Media & Communication*, *Journal of Computer-Mediated Communication*, *International Journal of Communication*, *Information Communication and Society* .

Course Evaluation and Development

The course is intended to be a critical laboratory of ideas about digital cultures. While practically-driven, it is theoretically informed. Please be aware that it is expected that you actively contribute to the class, participate in discussions, complete the readings, and create some digital content.

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

From the "Black Screens" series. Edgar Gómez Cruz

CRICOS

CRICOS Provider Code: 00098G

Acknowledgement of Country

We acknowledge the Bedegal people who are the traditional custodians of the lands on which UNSW Kensington campus is located.