

MDIA3005

Social Innovation and Engagement

Term 3, 2021



Course Overview

Staff Contact Details

Convenors

Name	Email	Availability	Location	Phone
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School Contact Information

School of the Arts and Media

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Acknowledgement of Country

UNSW Arts, Design and Architecture Kensington and Paddington campuses are built on Aboriginal Lands. We pay our respects to the Bidjigal and Gadigal peoples who are the Custodians of these lands. We acknowledge the Aboriginal and Torres Strait Islander peoples, the First Australians, whose lands, winds and waters we all now share, and pay respect to their unique values, and their continuing and enduring cultures which deepen and enrich the life of our nation and communities.



Image courtesy of the Office of the Pro Vice-Chancellor Indigenous [UNSW's Indigenous strategy](#)

Course Details

Units of Credit 6

Summary of the Course

This course equips you with the necessary knowledge and skills to understand how to generate social engagement for social innovations, which are needed more and more to address diverse and increasingly complex challenges facing our world. In particular, you will explore multiple approaches for engaging with diverse publics across a range of social media. You will also gain insights into the challenges confronting successful social engagement and innovation.

Course Learning Outcomes

1. Evaluate concepts relating to social innovation and engagement
2. Design social engagement initiatives for social innovations
3. Apply social innovation and engagement-related theories to manage social innovation and engagement challenges

Teaching Strategies

So as to ensure active participation, this course is designed to facilitate both problem and practice-based learning. It is taught in dual mode: face-to-face and online.

Assessment

Note: not submitting all assessment tasks will result in the awarding of a UF (Unsatisfactory Fail) grade.

Assessment task	Weight	Due Date	Course Learning Outcomes Assessed
1. Reflections	45%	01/11/2021 11:59 PM	1, 2, 3
2. Social engagement plan	25%	19/10/2021 11:59 PM	1, 2
3. Presentation of social engagement plan	30%	Week 10	1, 2, 3

Assessment 1: Reflections

Due date: 01/11/2021 11:59 PM

Reflections on course content

1,800 words total.

Feedback provided via LMS

Additional details

Full details about assessment task one are provided on the course Moodle site.

Assessment 2: Social engagement plan

Due date: 19/10/2021 11:59 PM

1,200 words

Social engagement plan

Feedback provided via LMS

Additional details

Full details about assessment task two are provided on the course Moodle site.

Assessment 3: Presentation of social engagement plan

Due date: Week 10

8 – 9 minutes

Group (of three) presents a social engagement plan. Students are individually assessed on their contributions to the group output, and so an individual mark is awarded for this assessment task.

Feedback provided via LMS

Additional details

Full details about assessment task three are provided on the course Moodle site.

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: 13 September - 17 September	Module	PART I: FOUNDATIONS
	Topic	Planning social innovation and social engagement
Week 2: 20 September - 24 September	Topic	Building social innovation and social engagement
Week 3: 27 September - 1 October	Topic	Evaluating social innovation and social engagement
Week 4: 4 October - 8 October	Module	PART II: CHALLENGES
	Topic	Challenges relating to active publics
Week 5: 11 October - 15 October	Topic	Cybercrime challenges
Week 6: 18 October - 22 October		Week six is the university-wide 'Flex Week'.
Week 7: 25 October - 29 October	Topic	Environmental challenges
Week 8: 1 November - 5 November	Topic	Wellbeing challenges
Week 9: 8 November - 12 November	Topic	Labour challenges
Week 10: 15 November - 19 November	Topic	Conclusion: Beyond social innovation and engagement

Resources

Prescribed Resources

The expected resources are provided on the Moodle course site. (To access the site, head to: <https://moodle.telt.unsw.edu.au/>)

Recommended Resources

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

Course Evaluation and Development

Feedback will be collected before, during and after the trimester. We pay careful attention to - and act on! - both formal feedback (for instance, in surveys) and informal feedback (in emails, for example).

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 includes copying materials, ideas or concepts from a book, article, report or other written document, presentation, composition, artwork, design, drawing, circuitry, computer program or software, website, internet, other electronic resource, or another person's assignment without appropriate acknowledgement.

Inappropriate paraphrasing: Changing a few words and phrases while mostly retaining the original information, structure and/or progression of ideas of the original 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 for the purpose of them plagiarising, 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

The [UNSW Academic Skills support](#) offers resources and individual consultations. Students are also reminded that careful time management is an important part of study. 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 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

Academic Information

Due to evolving advice by NSW Health, students must check for updated information regarding online learning for all Arts, Design and Architecture courses this term (via Moodle or course information provided.)

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

Photo, 'Person writing on white paper', by UX Indonesia (from [Unsplash](#))

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