

# MDIA5003

Social Media Campaigning

Term 3, 2021



## Course Overview

### Staff Contact Details

#### Convenors

Name	Email	Availability	Location	Phone
Elaine Zhao	<a href="mailto:jing.zhao@unsw.edu.au">jing.zhao@unsw.edu.au</a>	Tuesday 5:30-6:30pm. Please email for an appointment.	Robert Webster 231D	029385806 6

### School Contact Information

School of the Arts and Media

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

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Website: [www.arts.unsw.edu.au/sam](http://www.arts.unsw.edu.au/sam)

## 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 focuses on various forms of online and mobile media, their affordances and constraints, the use and non-use by multiple publics, and the impact on contemporary communication and cultural production. It provides opportunities for students to engage critically with new media theory, and to reflect on their own observations and experiences.

Topics covered in this course include the evolution of online and mobile technologies, multiple perspectives on digital audiences/users, network effects, the ways that communication professionals employ online and mobile media, the tensions around platform politics, copyright, open source production, and use of data.

### **Course Learning Outcomes**

1. Demonstrate the ability to critically assess various forms of online and mobile media, and to identify and comprehend the diverse publics that use and access online media.
2. Conceptualise the impact of online and mobile media on contemporary communication and cultural production.
3. Critically evaluate and analyse academic and industry literature in relation to mobile and online media.
4. Apply relevant theoretic knowledge and skills as communication specialists.

### **Teaching Strategies**


The course will be taught face-to-face in a lecture plus seminar environment to encourage cross-pollination of ideas and knowledge.

Through both in-class and out-of-class activities, students will be encouraged to consider the links between communication theory and online and mobile media practice.

Students will be expected to experiment with various online and mobile media outside of class in preparation for their assignments.

## Assessment

Please refer to detailed assessment guidelines and support resources on Moodle.

Assessment task	Weight	Due Date	Course Learning Outcomes Assessed
1. Presentation 	20%	per presentation schedule	1, 2, 4
2. Report	30%	17/10/2021 11:59 PM	1, 2, 3
3. Social Media campaign Critique	50%	21/11/2021 11:59 PM	1, 2, 3

### Assessment 1: Presentation (Group)

**Start date:** per presentation schedule

**Assessment length:** 5 minutes x number of people in the group

**Due date:** per presentation schedule

A group will present for 5 minutes x number of people in the group (e.g. 2 group members; 10 minutes).  
Feedback via LMS.

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

#### Additional details

Further details are available in assessment guidelines on Moodle.

### Assessment 2: Report

**Assessment length:** 1000 words

**Due date:** 17/10/2021 11:59 PM

1000 words. Feedback via LMS.

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

#### Additional details

Further details are available in assessment guidelines on Moodle.

### Assessment 3: Social Media campaign Critique

**Assessment length:** 2000 words

**Due date:** 21/11/2021 11:59 PM

2000 words. Feedback via LMS.

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

## **Additional details**

Further details are available in assessment guidelines on Moodle.

## 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	Topic	Introduction to Social Media Campaigning
Week 2: 20 September - 24 September	Topic	Understanding Social Media and Social Media Users
Week 3: 27 September - 1 October	Topic	Curating Content and Engagement
Week 4: 4 October - 8 October	Topic	Working with Influencers
Week 5: 11 October - 15 October	Topic	Navigating Algorithmic Culture
Week 6: 18 October - 22 October	Topic	No Class - Reading Week
Week 7: 25 October - 29 October	Topic	Utilising Data and Measuring Social Media Performances
Week 8: 1 November - 5 November	Topic	Navigating Platform Cultures and Politics
Week 9: 8 November - 12 November	Topic	Addressing Ethical and Regulatory Issues
Week 10: 15 November - 19 November	Topic	Looking towards the Future

## **Resources**

### **Prescribed Resources**

Please refer to resources available on the Course Moodle website.

### **Recommended Resources**

Please refer to resources available on the Course Moodle website.

### **Course Evaluation and Development**

Your feedback via the end-of-term survey as well as during the course offers valuable input as this course undergoes continual development. Thank you in advance for co-creating the course:)



## **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](mailto: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

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## CRICOS

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