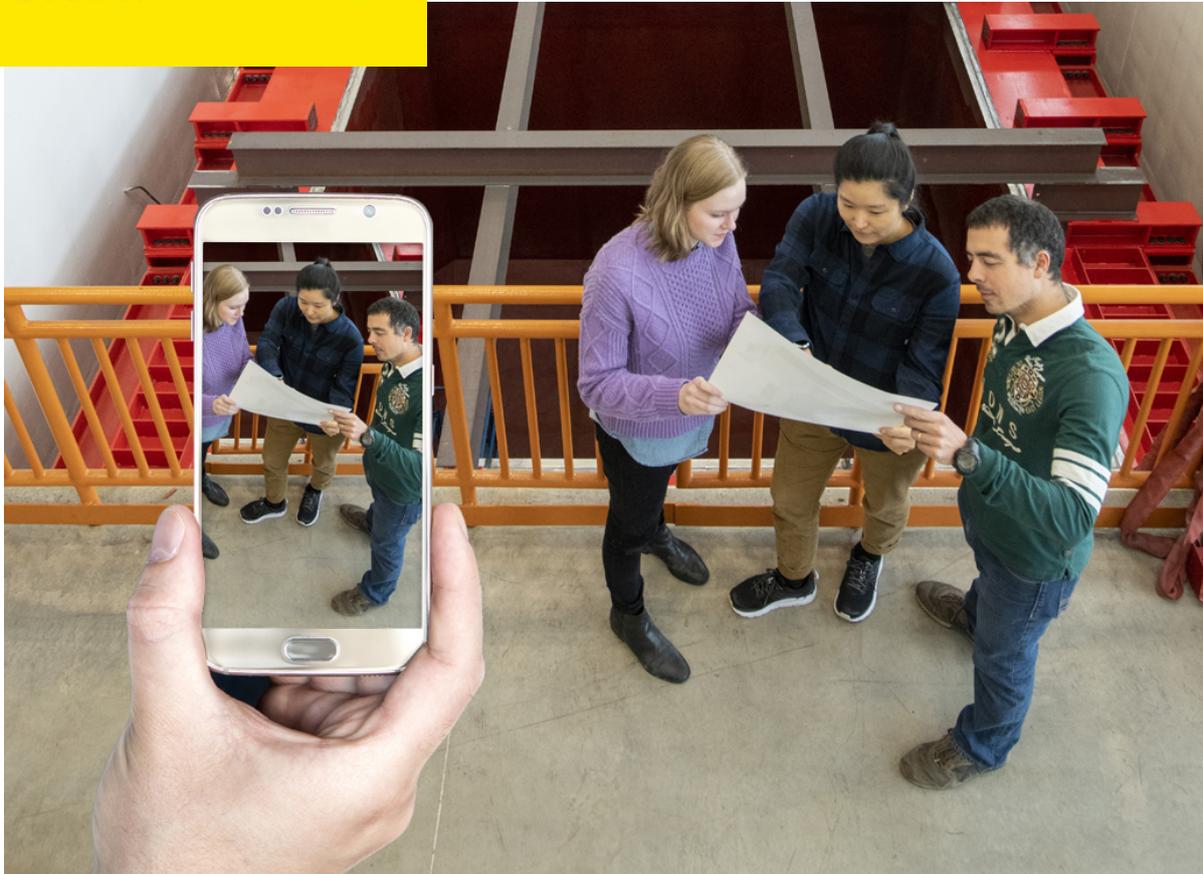




UNSW
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MDIA3005

Social Innovation and Engagement

Term Three // 2020

Course Overview

Staff Contact Details

Convenors

Name	Email	Availability	Location	Phone
Lukasz (Luk) Swiatek	L.Swiatek@unsw.edu.au	For all other contact details, head to the course Moodle site.		

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 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. Identify social innovation- and engagement-related theories in real-world-style scenarios.
2. Design a social media engagement plan.
3. Manage social media 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

Please note: the first Course Learning Outcome listed on the previous page is not the correct outcome (which was updated in mid-2020). The current first Course Learning Outcome is:

1. Evaluate concepts relating to social innovation and engagement.

Course Learning Outcomes two and three listed on the previous page are correct.

Assessment Tasks

Assessment task	Weight	Due Date	Student Learning Outcomes Assessed
Quiz	50%	In weeks 2 to 5 and 7 to 9 inclusive	1,3
Report	20%	October 9, 2020	1,2
Presentation	30%	In the week 10 tutorials	1,2,3

Assessment Details

Assessment 1: Quiz

Start date: In the week 2 tutorial

Details:

20 minutes (weeks two to eight, in tutorials)

Feedback provided via LMS

Percentage: 50%

Additional details:

Please note: these details do not feature the latest information about assessment task one. The correct information is:

Assessment 1: Reflections

In weeks 2 to 5 and 7 to 9 inclusive

200-word reflections on lectures and readings based on tutorial discussions and activities

Feedback provided via learning management system (LMS)

Percentage: 50%

For all other details, head to the assessment one page on the course Moodle site.

Assessment 2: Report

Start date: Not Applicable

Details:

1,200 words

Social media campaign plan (individual)

Feedback provided via LMS

Percentage: 20%

Additional details:

For all other details, head to the assessment two page on the course Moodle site.

Assessment 3: Presentation

Start date: Not Applicable

Details:

8 – 9 minutes

Description: Group (of three) social media campaign plan. Individual students are assessed on their individual contributions to group output, and so an individual mark is awarded for this assessment.

Feedback provided via LMS

Percentage: 30%

This is the final assessment

Additional details:

For all other details, head to the assessment three page 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
O Week: 8 September - 11 September		For details about this week, see the information provided on the university website: https://www.unsw.edu.au/
Week 1: 14 September - 18 September		Details about this week are provided on the course Moodle site.
Week 2: 21 September - 25 September		Details about this week are provided on the course Moodle site.
Week 3: 28 September - 2 October		Details about this week are provided on the course Moodle site.
Week 4: 5 October - 9 October		Details about this week are provided on the course Moodle site.
Week 5: 12 October - 16 October		Details about this week are provided on the course Moodle site.
Week 6: 19 October - 23 October		This is the university-wide 'Flex Week'.
Week 7: 26 October - 30 October		Details about this week are provided on the course Moodle site.
Week 8: 2 November - 6 November		Details about this week are provided on the course Moodle site.
Week 9: 9 November - 13 November		Details about this week are provided on the course Moodle site.
Week 10: 16 November - 20 November		Details about this week are provided on the course Moodle site.

Resources

Prescribed Resources

Details about these resources are provided on the course Moodle site.

Recommended Resources

Details about these resources are provided on the course Moodle site.

Course Evaluation and Development

Details about the course evaluation and development are provided on the course Moodle site.

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

The cover image combines <https://www.flickr.com/photos/departmentofenergy/49468741311/> and <https://www.pexels.com/photo/android-blur-cellular-close-up-301718/>

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.