



UNSW Course Outline

SRAP5021 Policy, Advocacy and Activism in the Digital Age - 2024

Published on the 12 May 2024

General Course Information

Course Code : SRAP5021

Year : 2024

Term : Term 2

Teaching Period : T2

Is a multi-term course? : No

Faculty : Faculty of Arts, Design and Architecture

Academic Unit : School of Social Sciences

Delivery Mode : Multimodal

Delivery Format : Standard

Delivery Location : Kensington

Campus : Sydney

Study Level : Postgraduate

Units of Credit : 6

Useful Links

[Handbook Class Timetable](#)

Course Details & Outcomes

Course Description

This course introduces you to theories and concepts of the relationship between civil society advocacy, policy and state institutions, and social change in the digital age, blending class-room, online, and experiential learning and teaching activities. You will work in groups to design

and prototype an online advocacy campaign on a policy issue of your choice. The increasing importance of digital advocacy and activism for policy change, and the opportunity for higher order cognitive engagement - beyond desk based research and analysis – that technology now offers makes this course a timely contribution to the professional development of those working in policy and advocacy as well as informing those in related areas as to its role in policy change.

Course Learning Outcomes

Course Learning Outcomes
CL01 : Articulate the relationship between advocacy, policy practice and policy change.
CL02 : Do in depth analysis of and define a social problem and frame the issue in policy terms.
CL03 : Use policy and advocacy frameworks and concepts to map, analyse, and strategize stakeholder and interest group positions, their role in the policy process and outcomes, and the forums – physical and virtual – in which they are most likely to be active or engage.
CL04 : Demonstrate a strong awareness of the complex and dynamic nature of advocacy work (negotiation, facilitation, collaboration, and campaign execution) through collaborative campaign development, including online strategy, and reflective classroom engagement.
CL05 : Critically evaluate civil society policy advocacy campaigns in the digital online/arena through the lens of advocacy and social change theory and use of different online strategies.
CL06 : Apply theory to a real world social policy issue by creating a basic digital campaign strategy (paper design or prototype).

Course Learning Outcomes	Assessment Item
CL01 : Articulate the relationship between advocacy, policy practice and policy change.	<ul style="list-style-type: none"> • Group Presentation • Campaign strategy scoping document
CL02 : Do in depth analysis of and define a social problem and frame the issue in policy terms.	<ul style="list-style-type: none"> • Campaign strategy scoping document
CL03 : Use policy and advocacy frameworks and concepts to map, analyse, and strategize stakeholder and interest group positions, their role in the policy process and outcomes, and the forums – physical and virtual – in which they are most likely to be active or engage.	<ul style="list-style-type: none"> • Campaign strategy scoping document
CL04 : Demonstrate a strong awareness of the complex and dynamic nature of advocacy work (negotiation, facilitation, collaboration, and campaign execution) through collaborative campaign development, including online strategy, and reflective classroom engagement.	<ul style="list-style-type: none"> • Project and report • Group Presentation
CL05 : Critically evaluate civil society policy advocacy campaigns in the digital online/ arena through the lens of advocacy and social change theory and use of different online strategies.	<ul style="list-style-type: none"> • Project and report • Group Presentation • Campaign strategy scoping document
CL06 : Apply theory to a real world social policy issue by creating a basic digital campaign strategy (paper design or prototype).	<ul style="list-style-type: none"> • Project and report • Group Presentation

Learning and Teaching Technologies

Moodle - Learning Management System | Zoom | Review - Assessment/Feedback Tool

Assessments

Assessment Structure

Assessment Item	Weight	Relevant Dates
Group Presentation Assessment Format: Group	15%	Start Date: Not Applicable Due Date: Not Applicable
Campaign strategy scoping document Assessment Format: Individual Short Extension: Yes (7 days)	35%	Start Date: Not Applicable Due Date: 07/07/2024 11:59 PM
Project and report Assessment Format: Individual Short Extension: Yes (7 days)	50%	Start Date: Not Applicable Due Date: 09/08/2024 11:59 PM

Assessment Details

Group Presentation

Assessment Overview

Students will form small groups in tutorials. Each group will prepare a presentation on course content of 10-15 minutes. Presentations will take place from Week 2 to Week 10.

Feedback will be given via a rubric that is provided at the start of the course so that students can work towards specified standards. Feedback will be given within 10 working days of the presentation.

Course Learning Outcomes

- CL01 : Articulate the relationship between advocacy, policy practice and policy change.
- CL04 : Demonstrate a strong awareness of the complex and dynamic nature of advocacy work (negotiation, facilitation, collaboration, and campaign execution) through collaborative campaign development, including online strategy, and reflective classroom engagement.
- CL05 : Critically evaluate civil society policy advocacy campaigns in the digital online/arena through the lens of advocacy and social change theory and use of different online strategies.
- CL06 : Apply theory to a real world social policy issue by creating a basic digital campaign strategy (paper design or prototype).

Assessment information

In the first tutorial, you need to decide whom you want to work with for the group presentation and which week's topic you would like to present. **Maximum of 3 students** in each group. Each

group will give a maximum **15-minute** presentation by applying the course concept(s) to a case study of their choice. The format is flexible, you are welcome to create slides or design some interactive activities. Using the case study as a basis to critically reflect on the readings, you can also propose a few questions for class discussion. The presentation is an assessment task worth 15% of your overall grade.

Assignment submission Turnitin type

Not Applicable

Campaign strategy scoping document

Assessment Overview

You will identify a social issue of your choosing and prepare a campaign strategy scoping document (1500 words) that:

- a) identifies an existing digital campaign;
- b) critically appraises the approach using course concepts;
- c) examines how the issue is framed;
- d) identifies what the campaign goals are, who the target audience is, what relationships and power dynamics can be identified, and what tools are used; and
- e) identifies space for a new digital campaign.

Course Learning Outcomes

- CL01 : Articulate the relationship between advocacy, policy practice and policy change.
- CL02 : Do in depth analysis of and define a social problem and frame the issue in policy terms.
- CL03 : Use policy and advocacy frameworks and concepts to map, analyse, and strategize stakeholder and interest group positions, their role in the policy process and outcomes, and the forums – physical and virtual – in which they are most likely to be active or engage.
- CL05 : Critically evaluate civil society policy advocacy campaigns in the digital online/arena through the lens of advocacy and social change theory and use of different online strategies.

Detailed Assessment Description

In 1500 words you will identify a social issue of your choosing. The issue can be related to housing crisis, climate change, abortion rights, racial discrimination, gender inequality, etc., and can be in Australia or other countries. After identifying an issue, there are three further steps:

a) Identify a digital campaign related to your selected issue; b) critically evaluate their approach using course concepts, examining **how** the issue is framed and advocated, **what** the campaign goals are, **what** policies are related, **who** the target audiences and stakeholders are, **what kinds** of relationships and power dynamics can be identified, and **what/how** strategies/tools are used; and c) evaluate the outcome and identify space for improvement/adjustment or propose a new digital campaign.

Assessment Length

1500 words

Assessment information

There is no group component to this assignment. This is an individual assignment.

Assignment submission Turnitin type

This assignment is submitted through Turnitin and students can see Turnitin similarity reports.

Project and report

Assessment Overview

You will design a digital campaign strategy (3000 words) related to the social issue that you identified and discussed in Assignment 1.

You will submit either a description of a digital campaign strategy or a digital campaign prototype that is accompanied by a report that explains the campaign's rationale, aims, intended audience and intended outcome. The report should draw on course content and highlight the way in which the design supports the campaign strategy.

Students will be provided with a rubric at the start of the course so that they may work to specified standards. Written feedback will be provided within 10 working days of submission.

Course Learning Outcomes

- CL04 : Demonstrate a strong awareness of the complex and dynamic nature of advocacy work (negotiation, facilitation, collaboration, and campaign execution) through collaborative campaign development, including online strategy, and reflective classroom engagement.
- CL05 : Critically evaluate civil society policy advocacy campaigns in the digital online/arena through the lens of advocacy and social change theory and use of different online strategies.
- CL06 : Apply theory to a real world social policy issue by creating a basic digital campaign strategy (paper design or prototype).

Detailed Assessment Description

In 3,000 words, you will design a digital campaign strategy related to a social issue of your

choosing. The issue can be the same as the one in your previous assessment.

In the report you need to explain the campaign's rationale, aims, targeted policies, intended audience/stakeholders, strategies, and intended outcomes. The report can accompany the strategy document. The report should draw on course content and highlight the way in which the design supports the advocacy campaign strategy.

Assessment Length

3000 words

Assignment submission Turnitin type

This assignment is submitted through Turnitin and students can see Turnitin similarity reports.

General Assessment Information

Additional information about the requirements and marking criteria for assessment tasks is available on Moodle.

Grading Basis

Standard

Course Schedule

Teaching Week/Module	Activity Type	Content
Week 1 : 27 May - 2 June	Lecture	Introduction: What is digital advocacy and activism? What does policy-making in the digital age look like?
Week 2 : 3 June - 9 June	Lecture	Legitimacy matters: Policy-related issue-framing, agenda-setting, and framing outcomes
Week 3 : 10 June - 16 June	Lecture	From individuals to crowds: Recruitment and collective participation on the Internet
Week 4 : 17 June - 23 June	Lecture	Who are involved? Stakeholders, interest groups, insiders/outside, powers, and advocacy networks
Week 5 : 24 June - 30 June	Lecture	Making the news: The power of advocacy journalism
Week 6 : 1 July - 7 July	Lecture	E-tactics and digital advocacy strategies: Advocacy storytelling/counter-storytelling
Week 7 : 8 July - 14 July	Lecture	Use of evidence: Social media as a source of evidence for policy change
Week 8 : 15 July - 21 July	Lecture	Cyberactivism, slactivism, clicktivism, robotism, hacktivism, and their debates
Week 9 : 22 July - 28 July	Lecture	Transnational Advocacy: Advocating for policy change beyond border
Week 10 : 29 July - 4 August	Lecture	Evaluation of advocacy outcome and sustainable activism

Attendance Requirements

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

Course Resources

Prescribed Resources

Weekly readings and recommended resources are available on Moodle

Course Evaluation and Development

Student evaluative feedback is gathered periodically using, among other means, UNSW's MyExperience process. Informal feedback and class-generated feedback are also important. Student feedback is taken seriously, and continual improvements are made to the course based in part on such feedback. Significant changes to the course will be communicated to subsequent cohorts of students taking the course.

Staff Details

Position	Name	Email	Location	Phone	Availability	Equitable Learning Services Contact	Primary Contact
Convenor	Yao-Tai Li		Morven Brown, 123		by appointment	Yes	Yes

Other Useful Information

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).

Please see: <https://www.unsw.edu.au/arts-design-architecture/student-life/resources-support/protocols-guidelines> for essential student information relating to:

- UNSW and Faculty policies and procedures;
- Student Support Services;
- Dean's List;
- review of results;
- credit transfer;
- cross-institutional study and exchange;
- examination information;
- enrolment information;
- Special Consideration in the event of illness or misadventure;
- student equity and disability;

And other essential academic information.

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.

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

Use of AI for assessments

As AI applications continue to develop, and technology rapidly progresses around us, we remain committed to our values around academic integrity at UNSW. Where the use of AI tools, such as ChatGPT, has been permitted by your course convener, they must be properly credited and your submissions must be substantially your own work.

In cases where the use of AI has been prohibited, please respect this and be aware that where unauthorised use is detected, penalties will apply.

[Use of AI for assessments | UNSW Current Students](#)

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, alternative submission details will be stated

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

Late Submission Penalty

UNSW has a standard late submission penalty of:

- 5% per calendar day,
- for all assessments where a penalty applies,
- capped at five calendar days (120 hours) from the assessment deadline, after which a student cannot submit an assessment, and
- no permitted variation.

Students are expected to manage their time to meet deadlines and to request [Special Consideration](#) as early as possible before the deadline. Support with [Time Management is available here](#).

School Contact Information

School of Social Sciences

Location: Room 159, Morven Brown Building (C20), Kensington campus

Opening Hours: Monday – Friday, 9am – 5pm (except public holidays)

Telephone: +61 2 9385 1807

Email: soass@unsw.edu.au

Web: <https://www.unsw.edu.au/arts-design-architecture/our-schools/social-sciences>