UNSW Course Outline

MDIA2091 Mobile Cultures - 2024

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General Course Information

Course Code : MDIA2091
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 the Arts and Media
Delivery Mode : Online
Delivery Format : Standard
Delivery Location : Kensington
Campus : Sydney
Study Level : Undergraduate
Units of Credit : 6

<u>Useful Links</u>

<u>Handbook</u> <u>Class Timetable</u>

Course Details & Outcomes

Course Description

Note: The course code for this course was previously ARTS2091

Understanding how mobile media are involved in personal, professional, and social contexts is critical to working with, and in, media. This course will provide you with analytical tools for

investigating the design and use of mobile media and platforms. It will also provide you with frameworks for interpreting the relationships between mobile media, social networks, and cultural contexts. We will focus on the choices made in app design and how these relate to the social and communicative practices in which apps are involved. While we will explore a wide range of mobile media, there will be ample opportunity to investigate the apps that you regularly use, and to critically reflect on how they impact your experience of daily life.

Relationship to Other Courses

This course is a media studies course in which you will learn media theory and analytical tools for studying mobile media with a particular focus on mobile apps.

Course Learning Outcomes

Course Learning Outcomes
CLO1 : Apply analytical tools and frameworks to understand mobile media design and use.
CLO2 : Critically analyse the relationship of mobile media to social networks and cultural contexts.
CLO3 : Produce a high level of academic research and writing.

Course Learning Outcomes	Assessment Item
CLO1 : Apply analytical tools and frameworks to understand mobile media design and use.	• Essay • Take-home Exam
CLO2 : Critically analyse the relationship of mobile media to social networks and cultural contexts.	• Essay • Take-home Exam
CLO3 : Produce a high level of academic research and writing.	• Essay • Take-home Exam

Learning and Teaching Technologies

Moodle - Learning Management System | Blackboard Collaborate

Learning and Teaching in this course

This course is conducted fully online with both the lectures and tutorials conducted via Moodle. The lectures are in asychronous mode meaning that you can watch them whenever you like. We release them on Monday mornings so that you can watch them before your tutorial. The tutorials are run via Collaborate inside moodle and are interactive in synchronous mode, run with a tutor. Please make sure you do the readings before the tutorial so that you can make the most of the

experience.

Additional Course Information

Mode: This course is run fully online.

Assessments

Assessment Structure

Assessment Item	Weight	Relevant Dates
Essay Assessment Format: Individual	40%	Start Date: Not Applicable Due Date: 28/06/2024 11:59 PM Post Date: 10/06/2024 09:00 AM
Take-home Exam Assessment Format: Individual	60%	Start Date: 29/07/2024 09:00 AM Due Date: 02/08/2024 11:59 PM Post Date: 29/07/2024 09:00 AM

Assessment Details
Essay

Assessment Overview

1500-2000 words.

Students write an essay dealing with at least one of the key concepts covered in the course.

Feedback via LMS

Course Learning Outcomes

- CLO1 : Apply analytical tools and frameworks to understand mobile media design and use.
- CLO2 : Critically analyse the relationship of mobile media to social networks and cultural contexts.
- CLO3 : Produce a high level of academic research and writing.

Detailed Assessment Description

This assessment task is a 1500 word essay in which you are required to deal in detail with the course concepts.

Assessment Length

1500-2000 words.

Submission notes

Submission is via Turnitin

Assessment information

The question and all further information will be provided in the assessments section on Moodle.

Assignment submission Turnitin type

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

Take-home Exam

Assessment Overview

2500-word take-home exam.

Feedback via LMS

Course Learning Outcomes

- CLO1 : Apply analytical tools and frameworks to understand mobile media design and use.
- CLO2 : Critically analyse the relationship of mobile media to social networks and cultural contexts.
- CLO3 : Produce a high level of academic research and writing.

Detailed Assessment Description

This is a take home exam which you will undertake in week 10 which will assess your knowledge of key concepts that we have covered in the course. It will consist of 2 questions of equal value.

Assessment Length

2500 words

Submission notes

Submission via Turnitin

Assessment information

Further information will be provided in the assessments section on Moodle. The take-home exam question will appear on Moodle on the post date.

Assignment submission Turnitin type

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

General Assessment Information

Please make sure that you attend tutorials as we will allocate time to begin working on the first assignment. Later in the course we will also allocate time for revision that will assist you with the

final take-home exam that is run in week 10.

Grading Basis

Standard

Requirements to pass course

Students are required to attempt both assessment tasks and meet the SAM attendance
requirements (see attendance section).

Course Schedule

Teaching Week/Module	Activity Type	Content
Week 1 : 27 May - 2 June	Web	Introducing mobile cultures: how do we study culture, communication and mobile media?
	Web	Online tutorial via WebCT on Moodle: Course overview, introductions, and exploring apps
Week 2 : 3 June - 9 June	Web	The 'walk through method' for analysing apps
	Web	Online tutorial via WebCT on Moodle: Exploring the app walkthrough method.
Week 3 : 10 June - 16 June	Web	Tiktok and Douyin: imitation publics, and parallel platformization
	Web	Online tutorial via WebCT on Moodle: Exploring Tiktok and Douyin practices
Week 4 : 17 June - 23 June	Web	Digital visual paralanguages: emoji, bitmoji, stickers, and gifs
	Web	Online tutorial via WebCT on Moodle: Exploring the meanings made with digital visual paralanguages.
Week 5 : 24 June - 30 June	Web	Visual mobile media
	Web	Online tutorial via WebCT on Moodle: Analysing visual mobile media and social photography practices.
	Assessment	Essay due 28/06/2024 11:59 PM
Week 6 : 1 July - 7 July	Other	Reading week
Week 7 : 8 July - 14 July	Web	Visual mobile media and Artifical Intelligence
	Web	Online tutorial via WebCT on Moodle: Exploring visual mobile media and Artifical Intelligence.
Week 8 : 15 July - 21 July	Web	News apps and 'fake news'
	Web	Online tutorial via WebCT on Moodle: Finding and analysing instances of deceptive mobile communication and 'fake news'.
Week 9 : 22 July - 28 July	Web	Mobile eyewitness and war
	Web	Online tutorial via WebCT on Moodle: Exploring practices of mobile eyewitness
Week 10 : 29 July - 4 August	Web	Ephemeral mobile media
	Web	Online tutorial via WebCT on Moodle: Exploring ephemeral media norms
	Assessment	Final Exam due 02/08/2024 11:59 PM

Attendance Requirements

SAM attendance guidelines.

Students are expected to be regular and punctual in attendance at all classes for the School of
the Arts & Media (SAM) courses in which they are enrolled.

Students who do not meet attendance expectations run the risk of failing a course. No additional or special consideration will be provided if a student misses out on essential course information and materials, or misses an assessment task/deadline, due to unexplained absences or an unapproved lack of attendance.

A student may be advised by the Course Convenor to withdraw from the course if significant learning activities are missed. Alternatively, a student may be required to undertake supplementary class(es) or task(s) as prescribed by the Course Convenor.

If assessment tasks have been missed, the student should apply for Special Consideration, accompanied by appropriate documentation.

General Schedule Information

We adopt a 'week-by-week' structure in this course. The course schedule provided below maps to the week in the course Moodle.

Course Resources

Prescribed Resources

All of the readings needed for the course are provided via the Library through the Leganto reading list. Please do your reading before each week's tutorial.

Recommended Resources

No additional resources beyond the course readings are required.

Additional Costs

There are no additional costs.

Course Evaluation and Development

Student feedback is gathered each week via Moodle's feedback features. This information is used throughout the course to improve teaching and customise the course.

Staff Details

Position	Name	Email	Location	Phone	Availability	Equitable Learning Services Contact	Primary Contact
Convenor	Tania Marlowe		TBA	TBA	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 the Arts and Media

Location: Room 312, Level 3 Robert Webster Building

Opening Hours: Monday -Friday, 9am - 5 pm

Email: sam@unsw.edu.au

Phone: +612 9385 4856

web: https://www.unsw.edu.au/arts-design-architecture/our-schools/arts-media