



UNSW Course Outline

MDIA2093 Social Media - 2024

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General Course Information

Course Code : MDIA2093

Year : 2024

Term : Term 3

Teaching Period : T3

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

Useful Links

[Handbook Class Timetable](#)

Course Details & Outcomes

Course Description

Note: The course code for this course was previously ARTS2093

Social media is a huge part of life today and, for better or worse, an important arena for media professionals to get their messages across. In this course you will learn how to analyse social

media platforms and communication. We will draw on a range of contemporary social media research to understand the kinds of social and political power held by these platforms, and the critical implications of their design and governance. The course involves practical case studies in which we will investigate how identities are performed and communities are formed through close analysis of social media texts and datasets. In doing so, you will also reflect on your own social media practices, and how you might use social media in your professional future.

Course Learning Outcomes

Course Learning Outcomes
CL01 : Demonstrate the capacity to critically engage with contemporary theories relating to social media communication and platforms.
CL02 : Analyse social media texts and datasets using critical frameworks.
CL03 : Demonstrate the capacity for independent and reflective learning, in the analysis of case studies as well as your own social media use.

Course Learning Outcomes	Assessment Item
CL01 : Demonstrate the capacity to critically engage with contemporary theories relating to social media communication and platforms.	<ul style="list-style-type: none">• Essay• Examination
CL02 : Analyse social media texts and datasets using critical frameworks.	<ul style="list-style-type: none">• Essay• Examination
CL03 : Demonstrate the capacity for independent and reflective learning, in the analysis of case studies as well as your own social media use.	<ul style="list-style-type: none">• Essay• Examination

Learning and Teaching Technologies

Moodle - Learning Management System | Blackboard Collaborate

Assessments

Assessment Structure

Assessment Item	Weight	Relevant Dates
Essay Assessment Format: Individual	40%	Start Date: Not Applicable Due Date: 25/10/2024 11:59 PM
Examination Assessment Format: Individual	60%	Start Date: 11/11/2024 09:00 AM Due Date: 15/11/2024 11:59 PM

Assessment Details

Essay

Assessment Overview

1500-word essay on a topic to be advised.

Students will receive a rubric.

Feedback via LMS.

Course Learning Outcomes

- CL01 : Demonstrate the capacity to critically engage with contemporary theories relating to social media communication and platforms.
- CL02 : Analyse social media texts and datasets using critical frameworks.
- CL03 : Demonstrate the capacity for independent and reflective learning, in the analysis of case studies as well as your own social media use.

Assessment Length

1500 words

Generative AI Permission Level

Planning/Design Assistance

You are permitted to use generative AI tools, software or services to generate initial ideas, structures, or outlines. However, you must develop or edit those ideas to such a significant extent that what is submitted is your own work, i.e., what is generated by the tool, software or service should not be a part of your final submission. You should keep copies of your iterations to show your Course Authority if there is any uncertainty about the originality of your work.

If your Convenor has concerns that your answer contains passages of AI-generated text or media that have not been sufficiently modified you may be asked to explain your work, but we recognise that you are permitted to use AI generated text and media as a starting point and some traces may remain. If you are unable to satisfactorily demonstrate your understanding of your submission you may be referred to UNSW Conduct & Integrity Office for investigation for academic misconduct and possible penalties.

For more information on Generative AI and permitted use please see [here](#).

Examination

Assessment Overview

2500-word open-book take-home exam. Feedback via LMS.

Course Learning Outcomes

- CL01 : Demonstrate the capacity to critically engage with contemporary theories relating to social media communication and platforms.
- CL02 : Analyse social media texts and datasets using critical frameworks.
- CL03 : Demonstrate the capacity for independent and reflective learning, in the analysis of case studies as well as your own social media use.

Assessment Length

2500 words

Generative AI Permission Level

Planning/Design Assistance

You are permitted to use generative AI tools, software or services to generate initial ideas, structures, or outlines. However, you must develop or edit those ideas to such a significant extent that what is submitted is your own work, i.e., what is generated by the tool, software or service should not be a part of your final submission. You should keep copies of your iterations to show your Course Authority if there is any uncertainty about the originality of your work.

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General Assessment Information

Grading Basis

Standard

Course Schedule

Teaching Week/Module	Activity Type	Content
Week 0 : 2 September - 8 September	Other	0 Week
Week 1 : 9 September - 15 September	Lecture	Course Introduction: Social media platforms, practices, & affordances.
	Tutorial	• Course overview and exploring the affordances of social media platforms.
Week 2 : 16 September - 22 September	Lecture	The rhetoric of social 'sharing': Telling stories with social media.
	Tutorial	• Investigating the types of stories told on social media platforms.
Week 3 : 23 September - 29 September	Lecture	Imagined audiences and context collapse.
	Tutorial	• Understanding context collapse on social media platforms.
Week 4 : 30 September - 6 October	Lecture	Networked publics and the blurring of public & private domains.
	Tutorial	• Exploring how the public and private blur on social media platforms.
Week 5 : 7 October - 13 October	Lecture	Social media influencers & attention economies.
	Tutorial	• Exploring the role of influencers in digital economies.
Week 6 : 14 October - 20 October	Lecture	Flex Week
	Tutorial	Flex Week
Week 7 : 21 October - 27 October	Lecture	The curatorial self and the everyday aesthetics of social media.
	Tutorial	• Exploring the visual aesthetics of social media platforms.
Week 8 : 28 October - 3 November	Lecture	Social metadata and social media metadiscourse.
	Tutorial	• Exploring the role of social tagging in social media discourse.
Week 9 : 4 November - 10 November	Lecture	Affect, affiliation, and social media paralanguages.
	Tutorial	• Exploring how people bond on social media.
Week 10 : 11 November - 17 November	Lecture	Internet memes and participatory publics.
	Tutorial	• Exploring internet memes and participatory publics.

Attendance Requirements

School of the Arts and Media mandatory attendance requirements

The School of the Arts and Media recognizes that to equip students with UNSW Graduate Capabilities to be Scholars, Professionals, Leaders, and Global Citizens, it is vital to ensure regular attendance. Only through ongoing engagement with peers can students develop effective skills to communicate, collaborate with, and lead others, including the ability to negotiate cultural differences and the awareness to act ethically and respectfully around others. Furthermore, only in the classroom will students be able to voice their opinions, hear those of others, engage in debate to develop their knowledge, and learn first-hand from world experts in their field of study.

The School has a minimum attendance requirement of 80% for all non-lecture classes (tutorials, seminars, workshops, etc). Failure to meet the minimum attendance requirement will result in an Unsatisfactory Fail (UF) for the course regardless of performance on assessment tasks or other requirements for the course.

A student may be advised by the Course Convenor to withdraw from the course if they have

already missed more than 20% of classes by the term census date. Students may also be refused final assessment if they have not met attendance requirements at the end of term.

An artefact of student attendance will be recorded by tutors and kept by the School. If a student has legitimate, documented explanation for absences (including adjustments provided by Equitable Learning Plans), the Course Convenor may choose to prescribe supplementary tasks in lieu of attendance.

Mandatory attendance requirements for SAM courses are aligned with these Program Learning Outcomes:

Bachelor of Arts (3409)

- 4. Collaborate effectively with others and engage sensitively with diverse cultural perspectives.
- 5. Communicate and debate complex ideas in a range of different contexts using a variety of suitable media.
- 8. Act ethically, respectfully and responsibly.

Bachelor of Media (3341)

- 2. Critically analyse the evolving media landscape in relation to historical, social, political, material and theoretical contexts, including settler colonialism
- 5. Deploy a critically informed approach to ethics, justice, and social engagement in media practices, industries, and contexts.
- 7. Collaborate effectively with local and international communities of practitioners across media contexts.

Bachelor of Fine Arts (4830)

- 4. Communicate complex ideas about art and culture using coherent methods for a variety of audiences.
- 6. Contribute to contemporary creatives fields through self-reflexive, ethical, and sustainable practices that incorporate principles of equity, diversity, and inclusion.
- 7. Employ professional practice principles to realise independent and collaborative initiatives.

Master of Communication and Journalism (8232)

4. Investigate and analyse issues and, through a range of media, articulate their complexities to a range of specialist and non-specialist audiences

6. Act ethically, respectfully, and responsibly in the context of professional and regulatory frameworks

7. Collaborate effectively with others

Master of Public Relations and Advertising (8281)

4. Shape nuanced, media-aware communication strategies and tactics for a range of specialist and non-specialist audiences

6. Act ethically, respectfully, and responsibly in the context of professional and regulatory frameworks

7. Collaborate effectively with others

Staff Details

Position	Name	Email	Location	Phone	Availability	Equitable Learning Services Contact	Primary Contact
Convenor	Tania Marlowe					Yes	Yes

Other Useful Information

Academic Information

For essential student information relating to:

- UNSW and Faculty policies and procedures;
- Student Support Services;
- Student equity and disability;
- Special Consideration in the event of illness or misadventure;
- Examination information;
- Review of results;

Please see: <https://www.unsw.edu.au/arts-design-architecture/student-life/resources-support/>

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

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.](#)

Important note: UNSW has a “fit to sit/submit” rule, which means that if you sit an exam or submit a piece of assessment, you are declaring yourself fit to do so and cannot later apply for Special Consideration. This is to ensure that if you feel unwell or are faced with significant circumstances beyond your control that affect your ability to study, you do not sit an examination or submit an assessment that does not reflect your best performance. Instead, you should apply for Special Consideration as soon as you realise you are not well enough or are otherwise unable to sit or submit an assessment.

School-specific Information

Use of Recording Devices

"To protect privacy and intellectual property, the School of the Arts and Media prohibits the use of recording devices in class (including live translation apps) without the explicit permission of the tutor and other class members. Doing so will be considered a breach of the UNSW Code of Conduct and Values."

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>