



MECO803

Social Media

S2 Day 2016

Department of Media, Music, Communication and Cultural Studies

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General Information

Unit convenor and teaching staff

Unit Convenor

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Justine Martin

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Credit points

4

Prerequisites

Admission to MFJ

Corequisites

Co-badged status

Unit description

This subject will offer students an advanced understanding of the key role social media now plays in professional media practice and of the way it is reshaping public debate and media business models. It will involve students in integrating emerging online platforms and technologies into media practice, including news gathering, feature and current affairs production, and opinion writing. Students will analyse the way mainstream media organisations are utilising social media to produce and augment media production and enlist media users in producing content. They will also examine the way social and online media have opened up new possibilities for media producers to bypass traditional media organisations and attract large audiences using blogs, Twitter and Youtube.

Important Academic Dates

Information about important academic dates including deadlines for withdrawing from units are available at <https://www.mq.edu.au/study/calendar-of-dates>

Learning Outcomes

On successful completion of this unit, you will be able to:

Appraise the role social media plays in the contemporary media landscape and in journalism

Critically analyse and evaluate social media platforms

Identify and critically examine the business models which underpin media production in the social media area

Design and build a social media presence in a chosen field of interest

Outline the legal and ethical issues and principles in the social media field

General Assessment Information

Late Submissions

Tasks 10% or less. No extensions will be granted. Students who have not submitted the task prior to the deadline will be awarded a mark of 0 for the task, except for cases in which an application for Disruption to Studies is made and approved.

Tasks above 10%. Students who submit late work without an extension will receive a penalty of 10% per day. This penalty does not apply for cases in which an application for Disruption to Studies is made and approved.

Assessment Tasks

Name	Weighting	Due
Project diary	30%	Due November 14
Analysis of website	30%	Due September 5
Final social media strategy	40%	Due November 14

Project diary

Due: **Due November 14**

Weighting: **30%**

Assessment One – Project diary and rationale for strategy and content – 2000 words - 30%

Due November 14

This assessment task relates to the following Learning Outcomes:

- Appraise the role social media plays in the contemporary media landscape and in journalism
- Critically analyse and evaluate social media platforms
- Identify and critically examine the business models which underpin media production in the social media era
- Design and build a social media presence in a chosen field of interest

- Outline the legal and ethical issues and principles in the social media field

This assessment is an ongoing task which spans the semester. Beginning in Week 1, students should keep a reflective weekly diary of what they are learning in the seminar lectures and industry guest talks, their contributions to their group project, their interactions with their industry partner, their reflections on how and why they have developed social media strategy and social media content, and observations about any hurdles they encounter in working as a team or interacting with their industry partner. This diary will serve as a guide for the assessor in understanding how and why their social media strategy and content was developed. It will also offer the assessor a deeper understanding of the individual role they played in developing the social media strategy and content within their team.

In its final form, the diary should be written up as a report with clear subheadings indicating the area of learning reflection or process of project development. Students will be learning about the process of report writing in this course as it forms a critical tool for communicating process and strategy to clients.

Assessment Matrix

Clarity of Expression

25%

Quality of Reflection

25%

Evidence of Contribution

50%

On successful completion you will be able to:

- Appraise the role social media plays in the contemporary media landscape and in journalism
- Critically analyse and evaluate social media platforms
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- Design and build a social media presence in a chosen field of interest
- Outline the legal and ethical issues and principles in the social media field

Analysis of website

Due: **Due September 5**

Weighting: **30%**

Assessment Two – Analysis of website – 1500 words - 30%

Due August 22nd

This assessment task relates to the following Learning Outcomes:

- Appraise the role social media plays in the contemporary media landscape and in journalism
- Critically analyse and evaluate social media platforms
- Identify and critically examine the business models which underpin media production in the social media era
- Outline the legal and ethical issues and principles in the social media field

This assessment task is designed to ground student's learning process in an applied task where they can actively engage their developing knowledge of the principles of excellent social media strategy and content through an analysis of a website developed by an organisation which targets similar issues and groups to the organisation with whom they are partnered. Students are encouraged to closely analyse the strengths and weaknesses of the strategy and content underpinning their chosen website and to reflect on how they will use their analysis to refine the strategy and content they develop in their group social media project.

Assessment Matrix

Clarity of Expression

25%

Quality of Reflection

25%

Quality of Research

25%

Originality

25%

On successful completion you will be able to:

- Appraise the role social media plays in the contemporary media landscape and in journalism
- Critically analyse and evaluate social media platforms
- Identify and critically examine the business models which underpin media production in the social media area
- Outline the legal and ethical issues and principles in the social media field

Final social media strategy

Due: **Due November 14**

Weighting: **40%**

Final social media strategy and content– Total website/social media site and content - 40%

Due November 14

This assessment task relates to the following Learning Outcomes:

- Appraise the role social media plays in the contemporary media landscape and in journalism
- Critically analyse and evaluate social media platforms
- Identify and critically examine the business models which underpin media production in the social media area
- Design and build a social media presence in a chosen field of interest
- Outline the legal and ethical issues and principles in the social media field

This assessment task must include the following: A clearly written report on the social media strategy developed by the team for the allocated organisation; an account of how the social media content was developed; and a link to/attachment of social media content made to underpin the strategy.

Students will be given instruction on report writing tailored to communicating social media strategy to their organisation, including guidance on sections they should typically include. They will also be given access to software, digital media resources, to media studios and to technical support which will enable them to develop their social media content.

Assessment Matrix

Clarity of Expression

25%

Responsiveness to Client Needs

25%

Quality of Research

25%

Originality of Strategy

25%

On successful completion you will be able to:

- Appraise the role social media plays in the contemporary media landscape and in journalism

- Critically analyse and evaluate social media platforms
- Identify and critically examine the business models which underpin media production in the social media area
- Design and build a social media presence in a chosen field of interest
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Delivery and Resources

LECTURE STRUCTURE – MECO 803 – 2016

Seminar One

(Monday 1st August 10am-12pm): Introduction to course

Guest lectures: Not-for-profits

Readings:

Baym, Nancy (2010), “Making New Media Make Sense”, *Personal Connections in the Digital Age*, Polity, Cambridge, pp. 22-49.

Baym, Nancy and boyd, danah (2012), “Socially Mediated Publicness: An Introduction”, *Journal of Broadcasting and Electronic Media*, pp.320-329.

Seminar Two

(Monday 8th August – 10am-12pm): Defining and understanding social media; introduction to social media strategy

Readings:

Kietzmann, Jan, Hermkens, Khristopher, McCarthy, Ian and Silvestre, Bruno (2011), “Social Media? Get Serious. Understanding the Functional Building Blocks of Social Media”, *Business Horizons*, 54, pp.241-251.

Seminar Three

(Monday 22nd August – 10am-2pm): Creative content and narrative / Planning a social media strategy

Guest lectures: TBC

Readings:

Halvorson, Kristina and Rach, Melissa (2012), “Content”, *Content Strategy For the Web*, New Riders, Berkeley pp. 103-126.

Huang, Tom (2014), "Storytelling in the Digital Age", *The New Ethics of Journalism*, McBride, Kelly and Rosenstiel, Tom (eds), Sage, London, pp. 39-59.

Seminar Four

(Monday 5th September– 10am-2pm): Storytelling and journalism in the social media era/What makes media go viral?

Guest lectures:

TBC

Readings:

Berger, Jonah (2013), "Emotion", *Contagious: Why Things Catch On*, Simon and Schuster, New York, pp.93-124.

Seminar Five:

(Monday 3rd October – 10am-2pm): Social media and audience interaction/Social media and freelancing

Guest lectures: TBC

Readings:

Seminar Six

(Monday 17th October – 10am-2pm):

Citizen journalism/Using social media for public benefit journalism and communication

Seminar Seven

(Monday 31st October 10am - 2pm)

Policies and Procedures

Macquarie University policies and procedures are accessible from [Policy Central](#). Students should be aware of the following policies in particular with regard to Learning and Teaching:

Academic Honesty Policy http://mq.edu.au/policy/docs/academic_honesty/policy.html

New Assessment Policy in effect from Session 2 2016 http://mq.edu.au/policy/docs/assessment/policy_2016.html. For more information visit http://students.mq.edu.au/events/2016/07/19/new_assessment_policy_in_place_from_session_2/

Assessment Policy prior to Session 2 2016 <http://mq.edu.au/policy/docs/assessment/policy.html>

Grading Policy prior to Session 2 2016 <http://mq.edu.au/policy/docs/grading/policy.html>

Grade Appeal Policy <http://mq.edu.au/policy/docs/gradeappeal/policy.html>

Complaint Management Procedure for Students and Members of the Public http://www.mq.edu.au/policy/docs/complaint_management/procedure.html

Disruption to Studies Policy http://www.mq.edu.au/policy/docs/disruption_studies/policy.html *The Disruption to Studies Policy is effective from March 3 2014 and replaces the Special Consideration Policy.*

In addition, a number of other policies can be found in the [Learning and Teaching Category](#) of Policy Central.

Student Code of Conduct

Macquarie University students have a responsibility to be familiar with the Student Code of Conduct: https://students.mq.edu.au/support/student_conduct/

Results

Results shown in *iLearn*, or released directly by your Unit Convenor, are not confirmed as they are subject to final approval by the University. Once approved, final results will be sent to your student email address and will be made available in [eStudent](#). For more information visit ask.mq.edu.au.

Additional information

MMCCS website https://www.mq.edu.au/about_us/faculties_and_departments/faculty_of_arts/departments_of_media_music_communication_and_cultural_studies/

MMCCS Session Re-mark Application <http://www.mq.edu.au/pubstatic/public/download/?id=167914>

Information is correct at the time of publication

Student Support

Macquarie University provides a range of support services for students. For details, visit <http://students.mq.edu.au/support/>

Learning Skills

Learning Skills (mq.edu.au/learningskills) provides academic writing resources and study strategies to improve your marks and take control of your study.

- [Workshops](#)
- [StudyWise](#)
- [Academic Integrity Module for Students](#)
- [Ask a Learning Adviser](#)

Student Services and Support

Students with a disability are encouraged to contact the [Disability Service](#) who can provide appropriate help with any issues that arise during their studies.

Student Enquiries

For all student enquiries, visit Student Connect at ask.mq.edu.au

IT Help

For help with University computer systems and technology, visit http://www.mq.edu.au/about_us/offices_and_units/information_technology/help/.

When using the University's IT, you must adhere to the [Acceptable Use of IT Resources Policy](#). The policy applies to all who connect to the MQ network including students.

Graduate Capabilities

PG - Capable of Professional and Personal Judgment and Initiative

Our postgraduates will demonstrate a high standard of discernment and common sense in their professional and personal judgment. They will have the ability to make informed choices and decisions that reflect both the nature of their professional work and their personal perspectives.

This graduate capability is supported by:

Learning outcomes

- Appraise the role social media plays in the contemporary media landscape and in journalism
- Critically analyse and evaluate social media platforms
- Identify and critically examine the business models which underpin media production in the social media area
- Design and build a social media presence in a chosen field of interest
- Outline the legal and ethical issues and principles in the social media field

Assessment tasks

- Project diary
- Final social media strategy

PG - Discipline Knowledge and Skills

Our postgraduates will be able to demonstrate a significantly enhanced depth and breadth of knowledge, scholarly understanding, and specific subject content knowledge in their chosen fields.

This graduate capability is supported by:

Learning outcomes

- Appraise the role social media plays in the contemporary media landscape and in journalism
- Critically analyse and evaluate social media platforms
- Identify and critically examine the business models which underpin media production in the social media area
- Design and build a social media presence in a chosen field of interest
- Outline the legal and ethical issues and principles in the social media field

Assessment tasks

- Project diary
- Analysis of website
- Final social media strategy

PG - Critical, Analytical and Integrative Thinking

Our postgraduates will be capable of utilising and reflecting on prior knowledge and experience, of applying higher level critical thinking skills, and of integrating and synthesising learning and knowledge from a range of sources and environments. A characteristic of this form of thinking is the generation of new, professionally oriented knowledge through personal or group-based critique of practice and theory.

This graduate capability is supported by:

Learning outcomes

- Appraise the role social media plays in the contemporary media landscape and in journalism
- Critically analyse and evaluate social media platforms
- Identify and critically examine the business models which underpin media production in the social media area

- Design and build a social media presence in a chosen field of interest
- Outline the legal and ethical issues and principles in the social media field

Assessment tasks

- Project diary
- Analysis of website
- Final social media strategy

PG - Research and Problem Solving Capability

Our postgraduates will be capable of systematic enquiry; able to use research skills to create new knowledge that can be applied to real world issues, or contribute to a field of study or practice to enhance society. They will be capable of creative questioning, problem finding and problem solving.

This graduate capability is supported by:

Learning outcomes

- Appraise the role social media plays in the contemporary media landscape and in journalism
- Critically analyse and evaluate social media platforms
- Identify and critically examine the business models which underpin media production in the social media area
- Design and build a social media presence in a chosen field of interest
- Outline the legal and ethical issues and principles in the social media field

Assessment tasks

- Project diary
- Analysis of website
- Final social media strategy

PG - Effective Communication

Our postgraduates will be able to communicate effectively and convey their views to different social, cultural, and professional audiences. They will be able to use a variety of technologically supported media to communicate with empathy using a range of written, spoken or visual formats.

This graduate capability is supported by:

Learning outcomes

- Critically analyse and evaluate social media platforms
- Design and build a social media presence in a chosen field of interest

Assessment tasks

- Project diary
- Final social media strategy

PG - Engaged and Responsible, Active and Ethical Citizens

Our postgraduates will be ethically aware and capable of confident transformative action in relation to their professional responsibilities and the wider community. They will have a sense of connectedness with others and country and have a sense of mutual obligation. They will be able to appreciate the impact of their professional roles for social justice and inclusion related to national and global issues

This graduate capability is supported by:

Learning outcomes

- Critically analyse and evaluate social media platforms
- Design and build a social media presence in a chosen field of interest
- Outline the legal and ethical issues and principles in the social media field

Assessment tasks

- Project diary
- Final social media strategy