



# MAS 240

## Cybercultures

S1 Day 2016

*Department of Media, Music, Communication and Cultural Studies*

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#### **Disclaimer**

Macquarie University has taken all reasonable measures to ensure the information in this publication is accurate and up-to-date. However, the information may change or become out-dated as a result of change in University policies, procedures or rules. The University reserves the right to make changes to any information in this publication without notice. Users of this publication are advised to check the website version of this publication [or the relevant faculty or department] before acting on any information in this publication.

## General Information

Unit convenor and teaching staff

Unit Convenor

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Y3A 191C

Credit points

3

Prerequisites

12cp

Corequisites

Co-badged status

Unit description

This unit introduces students to debates surrounding the internet and the world wide web. It articulates some of the complex relationships between technology and society, and examines how new media technologies may shape our contemporary mediascape and our lives. Students undertaking this unit learn how to design and create simple web sites, analyse cybercultures, and engage with key debates surrounding new media technologies. The production component of this unit is introductory and does not require any special software or prior knowledge. It is complemented by a theoretical analysis of cybercultures in which key opportunities and threats posed by new media technologies are explored.

## Important Academic Dates

Information about important academic dates including deadlines for withdrawing from units are available at [http://students.mq.edu.au/student\\_admin/enrolmentguide/academicdates/](http://students.mq.edu.au/student_admin/enrolmentguide/academicdates/)

## Learning Outcomes

1. Understand cybercultures in a contemporary and historical context
2. Develop and convey theoretical understandings of cybercultures
3. Develop and apply critical analysis to contemporary cybercultures
4. Develop academic research skills
5. Analyse and evaluate contemporary online media platforms, environments and services
6. Apply current Web design practices to produce a functional Web site project

## Assessment Tasks

Name	Weighting	Due
<a href="#">Tutorial Engagement</a>	15%	Ongoing
<a href="#">iLearn Quiz 1</a>	10%	11:59pm Sunday Week 5
<a href="#">iLearn Quiz 2</a>	10%	11:59pm Sunday Week 9
<a href="#">Major Essay</a>	40%	11:59pm Friday Week 12
<a href="#">Website Project</a>	25%	Week 13 (In Pracs)

### Tutorial Engagement

Due: **Ongoing**

Weighting: **15%**

The purpose of tutorials is for students to discuss the weekly topics and readings to enrich their understanding. All students are required to engage in tutorial discussion. This means arriving at tutorials having completed set readings and being prepared to discuss issues arising.

The format of tutorials is based around student-led discussions and activities. Your responses to your peers will form the basis of your engagement mark.

#### Assessment criteria:

- Engagement with the readings
- Engagement with lecture material
- Ability to relate key theoretical ideas to previous readings and/or independent research
- Willingness to contribute to class discussion by asking relevant questions, answering other students questions, treating other students with respect and behaving appropriately (e.g. not talking whilst tutor or other students talking)

Attendance is not the same as engagement. Students receive no marks for simply attending tutorials.

This Assessment Task relates to the following Learning Outcomes:

- Understand cybercultures in a contemporary and historical context
- Develop and convey theoretical understandings of cybercultures
- Develop and apply critical analysis to contemporary cybercultures
- Develop academic research skills
- Analyse and evaluate contemporary online media platforms, environments and services

## iLearn Quiz 1

Due: **11:59pm Sunday Week 5**

Weighting: **10%**

Students will undertake a timed multiple-choice quiz administered via iLearn. The content of the quiz will relate to readings, lectures, and tutorial discussions undertaken thus far in the unit, including the week 5 material. The quiz will be taken individually and will require students to be up-to-date on MAS240 material, including lectures and readings.

This assignment should be completed in a timely fashion and the quiz will close automatically at the stated deadline. Late attempts will only be allowed if accompanied by a medical certificate or other evidence of disruption to studies.

### Assessment criteria

- Number of multiple-choice questions answered correctly

This Assessment Task relates to the following Learning Outcomes:

- Understand cybercultures in a contemporary and historical context
- Develop and convey theoretical understandings of cybercultures
- Develop academic research skills

## iLearn Quiz 2

Due: **11:59pm Sunday Week 9**

Weighting: **10%**

Students will undertake a 2nd timed multiple-choice quiz administered via iLearn. The content of the quiz will relate to readings, lectures, and tutorial discussions undertaken thus far in the unit, including the week 9 material. The quiz will be taken individually and will require students to be up-to-date on MAS240 material, including lectures and readings.

This assignment should be completed in a timely fashion and the quiz will close automatically at the stated deadline. Late attempts will only be allowed if accompanied by a medical certificate or other evidence of disruption to studies.

### Assessment criteria

- Number of multiple-choice questions answered correctly

This Assessment Task relates to the following Learning Outcomes:

- Understand cybercultures in a contemporary and historical context
- Develop and convey theoretical understandings of cybercultures
- Develop academic research skills

## Major Essay

Due: **11:59pm Friday Week 12**

Weighting: **40%**

Students are required to submit a 2000 word essay on a topic of their choosing exploring a specific new media technology/platform/practice.

Students should select a new media technology/platform/practice and construct an academic argument around it. It needs to be a specific argument, that tells the reader something about the relationship between this new media technology/platform/practice and society more generally. Don't just give a technological description or history. For example the argument: 'Facebook has facilitated new forms of protest' would be a good topic, whereas a broad history of Facebook's technological development would fail.

The essay should do the following (it does not have to be in this order):

- Briefly describe the historical development of your new media technology/platform/practice in relation to your overall argument (Do not go into unnecessary detail, 1 paragraph should be enough for most technologies)
- Articulate a sophisticated academic argument about this new media technology/platform/practice
- Critically analyse the cultures that surround the technology/platform/practice and explain why they are important or significant
- Examine any conflicts and tensions that surround the technology/platform/practice
- State why it is important to understand this new media technology/platform/practice in this way

Essays must use at least one article from the reader, and at least two from your own research.

Essays will be submitted, marked and returned electronically via iLearn.

### Assessment Criteria

- Understanding of new media technology: Do you demonstrate a sophisticated academic understanding of key contexts of, and cultures surrounding, chosen new media technology
- Argument: Was all academic work used directly relevant and appropriate to argument and engaged with in a sophisticated manner.
- Engagement with appropriate academic material: Do you present a sophisticated integration of the case-study with relevant theory. Have you identified and made use of

appropriate resources beyond those provided in the unit reader? (You must use at least one article from the reader, and at least two from your own research)

- Referencing: Do you correctly reference appropriate academic sources with no formatting errors; have you built on enough sources
- Style and presentation: Is your essay clearly written and presented

This Assessment Task relates to the following Learning Outcomes:

- Understand cybercultures in a contemporary and historical context
- Develop and convey theoretical understandings of cybercultures
- Develop and apply critical analysis to contemporary cybercultures
- Develop academic research skills

## Website Project

Due: **Week 13 (In Pracs)**

Weighting: **25%**

Students are required to plan and develop a Website. Websites are due to be presented in your timetabled workshop session in week 13: This means that your Website must be completed PRIOR to that class. You will not be given any class time in week 13 to complete your Websites and will be penalized as a late submission. Presenting your website just means showing the tutor it has uploaded and functions correctly, it does not mean talking about it in front of the whole class.

You may choose the topic of your Website, for example, you may build an online CV or a fan site for your favourite band or video game. All Websites must satisfy the following criteria:

- Minimum of four (4) pages including a home page
- Home page must be saved as index.html
- Original content
- Any borrowed content or code should be visibly referenced using a separate references page (which will not count towards the mandatory minimum four pages)
- A single CSS document linked to by all HTML documents
- Websites should draw on skills developed during the unit
- Websites should use current approaches to design as taught in the unit. Table-based design is not permitted and will incur significant penalties
- Web sites should use current and valid HTML code
- Images should be resized and optimized for the Web
- Individual pages should utilize titles using the <title></title> tag

### Assessment Criteria:

- Functionality: Does it work as intended
- Technical Proficiency: Does it demonstrate a strong knowledge of the techniques taught
- Design: Does the layout, use of images, colour scheme, fonts, etc. make it an intuitive and easy site to use
- Content: Is it all original (or correctly referenced borrowed content); is it polished and appropriate to the chosen topic

This Assessment Task relates to the following Learning Outcomes:

- Develop academic research skills
- Analyse and evaluate contemporary online media platforms, environments and services
- Apply current Web design practices to produce a functional Web site project

## Delivery and Resources

**MAS240 lectures are ONLINE ONLY.** There is no physical lecture. Students are expected to engage with lectures, take notes, and to actively relate lecture content to tutorial discussions and assessments. Each week students must watch the lecture and attend a 1 hour tutorial and 1 hour workshop.

**Tutorials and Practicals begin in WEEK 2.** Participation in tutorial activities and in-class exercises form an integral part of MAS240. Students are expected to arrive punctually and actively participate in class work. A mark is allocated for in-class participation in this unit and an roll will be taken at the beginning of each class. If students arrive over 15 minutes late for a tutorial or leave early, they will be deemed absent for that class.

**Required and recommended texts and/or materials:** The reader for MAS240 is available through the Printery through Print On Demand. A link to order your copy will be provided via iLearn. Any further recommended readings or material for each week will be listed on iLearn.

**Applying for Disruption to Studies:** Information on the Disruption to Studies Policy, and how to apply, is available here: [http://www.students.mq.edu.au/student\\_admin/manage\\_your\\_study\\_program/disruption\\_to\\_studies/](http://www.students.mq.edu.au/student_admin/manage_your_study_program/disruption_to_studies/)

**Re-Marks:** The Re-mark Application form is available at <http://www.mq.edu.au/pubstatic/public/download/?id=167914>

**Assessment Submission:** All assignments for MAS110 will be completed/submitted online, via iLearn. Further details on submission will be explained in tutorials.

**Return of marked work:** During semester, marked work will be returned to students either online or in tutorials.

**Examinations:** There is no exam for MAS240.

**Changes made to previous offerings:** The structure and content of this unit has been updated to complement further Media offerings within the Department of Media, Music, Communication, and Cultural Studies. The unit examines disruptive technologies across different media forms and disciplines and aims to provide a critical perspective and foundation for diverse Media students.

**Late penalties** for all assignments are 10% per day.

Further resources for MAS240 can be accessed through iLearn: <http://ilearn.mq.edu.au/>.

**Technologies used and required:** PC and Internet access are required. Basic computer skills (e.g., internet browsing) and skills in word processing are also a requirement.

Please consult teaching staff for any further, more specific requirements.

### Changes Made to Previous Offerings of the Unit

The topics in this unit have been updated to reflect contemporary technological and cultural forms and practices. Recent academic material has been added to this unit in order to best offer students insight into the rapidly changing media environment, with a particular focus on social and participatory media, new digital economies, and cyber politics. The weighting of assignments has also been changed this year.

## 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](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](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/](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](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](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/](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](http://ask.mq.edu.au).

## Additional information

MMCCS website [https://www.mq.edu.au/about\\_us/faculties\\_and\\_departments/faculty\\_of\\_arts/department\\_of\\_media\\_music\\_communication\\_and\\_cultural\\_studies/](https://www.mq.edu.au/about_us/faculties_and_departments/faculty_of_arts/department_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](http://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 Enquiry Service

For all student enquiries, visit Student Connect at [ask.mq.edu.au](http://ask.mq.edu.au)

## Equity 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.

## IT Help

For help with University computer systems and technology, visit [http://www.mq.edu.au/about\\_us/offices\\_and\\_units/information\\_technology/help/](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

### Discipline Specific Knowledge and Skills

Our graduates will take with them the intellectual development, depth and breadth of knowledge, scholarly understanding, and specific subject content in their chosen fields to make them competent and confident in their subject or profession. They will be able to demonstrate, where relevant, professional technical competence and meet professional standards. They will be able to articulate the structure of knowledge of their discipline, be able to adapt discipline-specific knowledge to novel situations, and be able to contribute from their discipline to inter-disciplinary solutions to problems.

This graduate capability is supported by:

#### Learning outcomes

- Understand cybercultures in a contemporary and historical context
- Develop and convey theoretical understandings of cybercultures
- Develop and apply critical analysis to contemporary cybercultures
- Analyse and evaluate contemporary online media platforms, environments and services
- Apply current Web design practices to produce a functional Web site project

#### Assessment tasks

- Tutorial Engagement
- iLearn Quiz 1
- iLearn Quiz 2
- Major Essay
- Website Project

### Critical, Analytical and Integrative Thinking

We want our graduates to be capable of reasoning, questioning and analysing, and to integrate and synthesise learning and knowledge from a range of sources and environments; to be able to critique constraints, assumptions and limitations; to be able to think independently and systemically in relation to scholarly activity, in the workplace, and in the world. We want them to have a level of scientific and information technology literacy.

This graduate capability is supported by:

#### Learning outcomes

- Understand cybercultures in a contemporary and historical context
- Develop and convey theoretical understandings of cybercultures
- Develop and apply critical analysis to contemporary cybercultures
- Develop academic research skills

- Apply current Web design practices to produce a functional Web site project

## Assessment tasks

- Tutorial Engagement
- iLearn Quiz 1
- iLearn Quiz 2
- Major Essay
- Website Project

## Problem Solving and Research Capability

Our graduates should be capable of researching; of analysing, and interpreting and assessing data and information in various forms; of drawing connections across fields of knowledge; and they should be able to relate their knowledge to complex situations at work or in the world, in order to diagnose and solve problems. We want them to have the confidence to take the initiative in doing so, within an awareness of their own limitations.

This graduate capability is supported by:

## Learning outcomes

- Understand cybercultures in a contemporary and historical context
- Develop and convey theoretical understandings of cybercultures
- Develop and apply critical analysis to contemporary cybercultures
- Analyse and evaluate contemporary online media platforms, environments and services
- Apply current Web design practices to produce a functional Web site project

## Assessment tasks

- Tutorial Engagement
- iLearn Quiz 1
- iLearn Quiz 2
- Major Essay
- Website Project

## Creative and Innovative

Our graduates will also be capable of creative thinking and of creating knowledge. They will be imaginative and open to experience and capable of innovation at work and in the community. We want them to be engaged in applying their critical, creative thinking.

This graduate capability is supported by:

## Learning outcomes

- Understand cybercultures in a contemporary and historical context

- Develop and convey theoretical understandings of cybercultures
- Develop and apply critical analysis to contemporary cybercultures
- Apply current Web design practices to produce a functional Web site project

## Assessment tasks

- Tutorial Engagement
- Major Essay
- Website Project

## Effective Communication

We want to develop in our students the ability to communicate and convey their views in forms effective with different audiences. We want our graduates to take with them the capability to read, listen, question, gather and evaluate information resources in a variety of formats, assess, write clearly, speak effectively, and to use visual communication and communication technologies as appropriate.

This graduate capability is supported by:

## Learning outcomes

- Develop and convey theoretical understandings of cybercultures
- Develop and apply critical analysis to contemporary cybercultures
- Develop academic research skills
- Apply current Web design practices to produce a functional Web site project

## Assessment tasks

- Tutorial Engagement
- Major Essay
- Website Project

## Engaged and Ethical Local and Global citizens

As local citizens our graduates will be aware of indigenous perspectives and of the nation's historical context. They will be engaged with the challenges of contemporary society and with knowledge and ideas. We want our graduates to have respect for diversity, to be open-minded, sensitive to others and inclusive, and to be open to other cultures and perspectives: they should have a level of cultural literacy. Our graduates should be aware of disadvantage and social justice, and be willing to participate to help create a wiser and better society.

This graduate capability is supported by:

## Learning outcomes

- Understand cybercultures in a contemporary and historical context
- Analyse and evaluate contemporary online media platforms, environments and services

## Assessment tasks

- Tutorial Engagement
- Major Essay
- Website Project

## Socially and Environmentally Active and Responsible

We want our graduates to be aware of and have respect for self and others; to be able to work with others as a leader and a team player; to have a sense of connectedness with others and country; and to have a sense of mutual obligation. Our graduates should be informed and active participants in moving society towards sustainability.

This graduate capability is supported by:

## Learning outcomes

- Understand cybercultures in a contemporary and historical context
- Analyse and evaluate contemporary online media platforms, environments and services

## Assessment tasks

- Tutorial Engagement
- Major Essay
- Website Project

## Capable of Professional and Personal Judgement and Initiative

We want our graduates to have emotional intelligence and sound interpersonal skills and to demonstrate discernment and common sense in their professional and personal judgement. They will exercise initiative as needed. They will be capable of risk assessment, and be able to handle ambiguity and complexity, enabling them to be adaptable in diverse and changing environments.

This graduate capability is supported by:

## Learning outcome

- Analyse and evaluate contemporary online media platforms, environments and services

## Assessment tasks

- Tutorial Engagement
- Website Project

## Commitment to Continuous Learning

Our graduates will have enquiring minds and a literate curiosity which will lead them to pursue knowledge for its own sake. They will continue to pursue learning in their careers and as they participate in the world. They will be capable of reflecting on their experiences and relationships

with others and the environment, learning from them, and growing - personally, professionally and socially.

This graduate capability is supported by:

## **Learning outcomes**

- Develop academic research skills
- Analyse and evaluate contemporary online media platforms, environments and services

## **Assessment tasks**

- Tutorial Engagement
- Major Essay
- Website Project

## **Changes since First Published**

<b>Date</b>	<b>Description</b>
25/02/2016	Fixed typo in 'Major Essay' description