



# MMCC8010

## Social Media, Law and Ethics

Session 1, Weekday attendance, North Ryde 2020

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

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## General Information

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Credit points

10

Prerequisites

Admission to MMediaComm or MCrInd

Corequisites

Co-badged status

Unit description

This unit will give students an advanced understanding of key legal and ethical issues that are relevant to media practice and journalism in the contemporary media landscape. It will offer students without a law background a practical understanding of the legal principles that underpin key emergent areas of online and social media regulation with a focus on how the law is evolving to deal with new technologies and platforms. Students will also gain a sophisticated appreciation of the ethical framework that underpin regulation, co-regulation and self-regulation and their rationale. The unit will engage students in complex critical reflection about the contemporary media, law and ethics.

## Important Academic Dates

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

## Learning Outcomes

**ULO1:** analyse and evaluate the key laws that regulate social and online media practice in Australia.

**ULO2:** apply an ethical and critical reflection to social media practices individually and as a group.

**ULO3:** apply advanced knowledge of legal and ethical principles to social media practice.

**ULO4:** discriminate between the different and evolving regulations and laws around new social media technologies.

**ULO5:** synthesize and evaluate how these laws affect contemporary media content production.

## General Assessment Information

Unless a Special Consideration request has been submitted and approved, (a) a penalty for lateness will apply – two (2) marks out of 100 will be deducted per day for assignments submitted after the due date – and (b) no assignment will be accepted more than seven (7) days (including weekends) after the original submission deadline. No late submissions will be accepted for timed assessments – e.g. quizzes, online tests.

## Assessment Tasks

Name	Weighting	Hurdle	Due
<u>Final essay</u>	50%	No	24/06/2020
<u>Seminar Presentation and Essay</u>	50%	No	Essay due 1 week after Presentation

### Final essay

Assessment Type <sup>1</sup>: Essay

Indicative Time on Task <sup>2</sup>: 50 hours

Due: **24/06/2020**

Weighting: **50%**

This essay will allow you draw on and unpack key critical ideas you have encountered in this unit. There are no set essay questions because, in a Masters level course, you are encouraged to identify a topic which generates a sustained level of interest for you. Your essay should focus on an issue concerning social media which has legal and/or ethical dimensions. You are encouraged to discuss your topic well in advance of the submission date with your lecturer via email or face to face. Your essay should draw on real world examples, scholarly resources and media commentary to build a compelling argument and/or case study.

Refer to iLearn for further information.

On successful completion you will be able to:

- analyse and evaluate the key laws that regulate social and online media practice in Australia.
- apply an ethical and critical reflection to social media practices individually and as a group.
- apply advanced knowledge of legal and ethical principles to social media practice.

- discriminate between the different and evolving regulations and laws around new social media technologies.
- synthesize and evaluate how these laws affect contemporary media content production.

## Seminar Presentation and Essay

Assessment Type <sup>1</sup>: Project

Indicative Time on Task <sup>2</sup>: 60 hours

Due: **Essay due 1 week after Presentation**

Weighting: **50%**

Students will be asked to develop and deliver a group seminar presentation on one of the unit readings. Students will be expected to meet and/or communicate outside class time to organise their presentation. They will be asked to draw on a combination of real world examples, scholarly research and media commentary to analyse an issue relevant to the topic they have chosen. They can use audiovisual presentations where appropriate.

Following the seminar presentation, students will prepare an essay that draws on the presentation and uses other scholarly and journalistic resources. The essay does not have to be identical to the presentation. As it is assessed individually, students are encouraged to focus and elaborate on an aspect of the issue that their group presented. Students are also encouraged to find real world examples involving social media, law and/or ethics. This assessment should be written in a conventional essay style using consistent referencing.

Refer to iLearn for further information.

On successful completion you will be able to:

- analyse and evaluate the key laws that regulate social and online media practice in Australia.
- apply an ethical and critical reflection to social media practices individually and as a group.
- apply advanced knowledge of legal and ethical principles to social media practice.
- discriminate between the different and evolving regulations and laws around new social media technologies.
- synthesize and evaluate how these laws affect contemporary media content production.

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<sup>1</sup> If you need guidance or support to understand or complete this type of assessment, please contact the Learning Skills Team

<sup>2</sup> Indicative time-on-task is an estimate of the time required for completion of the assessment task and is subject to individual variation

## Delivery and Resources

Seminar - 2 hours per week for 11 weeks.

Classes commence in week 2.

## Policies and Procedures

Macquarie University policies and procedures are accessible from [Policy Central](https://staff.mq.edu.au/work/strategy-planning-and-governance/university-policies-and-procedures/policy-central) (<https://staff.mq.edu.au/work/strategy-planning-and-governance/university-policies-and-procedures/policy-central>). Students should be aware of the following policies in particular with regard to Learning and Teaching:

- [Academic Appeals Policy](#)
- [Academic Integrity Policy](#)
- [Academic Progression Policy](#)
- [Assessment Policy](#)
- [Fitness to Practice Procedure](#)
- [Grade Appeal Policy](#)
- [Complaint Management Procedure for Students and Members of the Public](#)
- [Special Consideration Policy](#) (**Note:** *The Special Consideration Policy is effective from 4 December 2017 and replaces the Disruption to Studies Policy.*)

Students seeking more policy resources can visit the [Student Policy Gateway](https://students.mq.edu.au/support/study/student-policy-gateway) (<https://students.mq.edu.au/support/study/student-policy-gateway>). It is your one-stop-shop for the key policies you need to know about throughout your undergraduate student journey.

If you would like to see all the policies relevant to Learning and Teaching visit [Policy Central](https://staff.mq.edu.au/work/strategy-planning-and-governance/university-policies-and-procedures/policy-central) (<https://staff.mq.edu.au/work/strategy-planning-and-governance/university-policies-and-procedures/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/study/getting-started/student-conduct>

## Results

Results published on platform other than [eStudent](#), (eg. iLearn, Coursera etc.) 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](https://ask.mq.edu.au) or if you are a Global MBA student contact [globalmba.support@mq.edu.au](mailto:globalmba.support@mq.edu.au)

## 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)

If you are a Global MBA student contact [globalmba.support@mq.edu.au](mailto:globalmba.support@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.

## Changes since First Published

Date	Description
17/02/2020	Inclusion of statement that classes commence in week 2