



MMCC2140

Cybercultures

Session 1, Weekday attendance, North Ryde 2021

Department of Media, Communications, Creative Arts, Language and Literature

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Notice

As part of [Phase 3 of our return to campus plan](#), most units will now run tutorials, seminars and other small group activities on campus, and most will keep an online version available to those students unable to return or those who choose to continue their studies online.

To check the availability of face-to-face activities for your unit, please go to [timetable viewer](#). To check detailed information on unit assessments visit your unit's iLearn space or consult your unit convenor.

General Information

Unit convenor and teaching staff

Lecturer

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10HA 191C

By appointment

Tutor

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Credit points

10

Prerequisites

40cp including ((20cp in MMCC or MAS units at 1000 level) or (COMP111 or COMP1150))

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 <https://www.mq.edu.au/study/calendar-of-dates>

Learning Outcomes

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

- ULO1:** situate and evaluate cybercultures in a contemporary and historical context.
- ULO2:** communicate (in both oral and written forms) theoretical understandings of cybercultures.
- ULO4:** apply academic research skills.
- ULO5:** analyse and evaluate contemporary online media platforms, environments and services.
- ULO6:** apply current Web design practices to produce a functional Web site project.

General Assessment Information

Attendance and Participation

Students are expected to attend all tutorials for MMCC2140. Tutorials and workshops are not optional: they deliver important content and are a central component of meeting the learning outcomes in this unit. Students who elect to not attend tutorials and/or workshops will miss out on unit content and learning activities, and do so at their own risk.

Tutorial participation in this unit is assessed and determines the Active Participation Assessment Task mark.

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.

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

Active Participation 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)

Feedback

Tutors will evaluate and keep records of your attendance and content engagement in weekly tutorials. Tutors will provide informal feedback on each tutorial's performance (as a group) in this assessment during weekly tutorials. Marks for this semester will be finalised at the end of semester.

Provision of Examples

Examples of relevant and related assessment tasks will be made available on iLearn and will be discussed in tutorials.

Assignment Grading

All assignments of this unit are aligned to the standards outlined in the Macquarie University Assessment Policy (<https://staff.mq.edu.au/work/strategy-planning-and-governance/university-policies-and-procedures/policies/assessment>). Marking rubrics for each of the assignments is available on the iLearn. Students are expected to read the rubric before working on the assignment.

Late submission

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 - eg online quizzes.

Assessment Tasks

Name	Weighting	Hurdle	Due
<u>Active Participation</u>	10%	No	Weekly
<u>Online Quizzes</u>	20%	No	Weeks 5 and 9
<u>Major Essay</u>	40%	No	11:59pm Friday Week 12
<u>Website Project</u>	30%	No	11:59pm Friday Week 13

Active Participation

Assessment Type ¹: Participatory task

Indicative Time on Task ²: 10 hours

Due: **Weekly**

Weighting: **10%**

A set of small tasks including student-led discussions and group activities that take place in the weekly tutorials. Refer to iLearn for further information.

On successful completion you will be able to:

- situate and evaluate cybercultures in a contemporary and historical context.
- communicate (in both oral and written forms) theoretical understandings of cybercultures.
- apply academic research skills.

Online Quizzes

Assessment Type ¹: Quiz/Test

Indicative Time on Task ²: 20 hours

Due: **Weeks 5 and 9**

Weighting: **20%**

Students must undertake two multiple choice online quizzes. The content of quizzes will relate to unit readings and lectures. The quizzes are open book and must be taken individually. The due dates and access links are available via iLearn. Late attempts will only be allowed if a Special Consideration application has been approved. Refer to iLearn for further information.

On successful completion you will be able to:

- situate and evaluate cybercultures in a contemporary and historical context.
- apply academic research skills.

Major Essay

Assessment Type ¹: Essay

Indicative Time on Task ²: 40 hours

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

Weighting: **40%**

A 2000 word essay on a topic of the student's choosing exploring a specific new media technology/platform/practice. Students must select a specific new media technology/platform/practice and construct an academic argument around it that tells the reader about the relationship between this new media technology/platform/practice and society more generally. Refer to iLearn for further information.

On successful completion you will be able to:

- situate and evaluate cybercultures in a contemporary and historical context.
- communicate (in both oral and written forms) theoretical understandings of cybercultures.
- apply academic research skills.

Website Project

Assessment Type ¹: Project

Indicative Time on Task ²: 30 hours

Due: **11:59pm Friday Week 13**

Weighting: **30%**

Students are required to plan and develop a Website using skills learnt during the unit. Refer to iLearn for further information.

On successful completion you will be able to:

- apply 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.

¹ If you need help with your assignment, please contact:

- the academic teaching staff in your unit for guidance in understanding or completing this type of assessment
- the [Writing Centre](#) for academic skills support.

² 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

Delivery and Resources

MMCC2140 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 MMCC2140. 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 required readings for MMCC2140 are electronically available through the library website. There is a link on iLearn to the unit readings.

Assessment Submission: All assignments for MMCC2140 will be completed/submitted online via iLearn. Further details on submission will be explained in tutorials. The only exception is the website assignment, which needs to be submitted via your workshop accounts. This will be explained during workshops.

Examinations: There is no exam for MMCC2140.

Further resources for MMCC2140 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.

Policies and Procedures

Macquarie University policies and procedures are accessible from [Policy Central \(https://policies.mq.edu.au\)](https://policies.mq.edu.au). 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](#)

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

To find other policies relating to Teaching and Learning, visit [Policy Central \(https://policies.mq.edu.au\)](https://policies.mq.edu.au) and use the [search tool](#).

Student Code of Conduct

Macquarie University students have a responsibility to be familiar with the Student Code of Conduct: <https://students.mq.edu.au/admin/other-resources/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 or if you are a Global MBA student contact 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) provides academic writing resources and study strategies to help you improve your marks and take control of your study.

- [Getting help with your assignment](#)
- [Workshops](#)
- [StudyWise](#)
- [Academic Integrity Module](#)

The Library provides online and face to face support to help you find and use relevant information resources.

- [Subject and Research Guides](#)
- [Ask a Librarian](#)

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

If you are a Global MBA student contact globalmba.support@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.