MMCC7001

Studies in Network Culture

Session 2, Online-scheduled-weekday 2023

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

Contents

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General Information

Unit convenor and teaching staff
Convenor
John Potts
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Contact via 9850 2163
10HA 165J
Thursday 12 - 1

Credit points
10

Prerequisites
Admission to MRes

Corequisites

Co-badged status

Unit description
Studies in Network Culture focuses on the social and cultural impact of the Internet and digital media. Issues addressed include digital disruption; online networks and democracy; mobile phone network culture; the transformation of media culture, including screen culture, by streaming technologies; downloading and remix culture; issues of authorship and copyright; 'transformative' online practices such as fan fiction.

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: deploy advanced disciplinary knowledge of the principles, methods and concepts within the field of network culture.

ULO2: identify, analyse and evaluate key issues and debates related to transformative online practices.

ULO3: apply and critically assess research practices that address the social and cultural impact of digital media.

ULO4: communicate effectively and incorporate academic conventions.

General Assessment Information

> **Late Assessment Submission Penalty**
>
> *Unless a Special Consideration request has been submitted and approved,* ***a 5% penalty (of the total possible mark) will be applied each day a written assessment is not submitted****, up until the 7th day (including weekends). After the 7th day, a mark of '0' (zero) will be awarded even if the assessment is submitted. Submission time for all written assessments is set at 11.55pm. A 1-hour grace period is provided to students who experience a technical issue. This late penalty will apply to written reports and recordings only.* ***Late submission of time sensitive tasks*** *(such as tests/exams, performance assessments/presentations, scheduled practical assessments/ labs* ***will be addressed by the unit convenor in a Special consideration application****.*

Assessment Tasks

Name	Weighting	Hurdle	Due
Major Essay	50%	No	11.55 pm, 30/10/2023
Minor Essay	30%	No	11.55 pm, 25/09/2023
Seminar Presentation	20%	No	19/10/2023

Major Essay

Assessment Type [1]: Essay
Indicative Time on Task [2]: 46 hours
Due: **11.55 pm, 30/10/2023**
Weighting: **50%**

This essay requires students to critically reflect, undertake independent research and evaluate key approaches in network culture studies. Refer to iLearn for further information.

On successful completion you will be able to:

- deploy advanced disciplinary knowledge of the principles, methods and concepts within

the field of network culture.

- identify, analyse and evaluate key issues and debates related to transformative online practices.
- apply and critically assess research practices that address the social and cultural impact of digital media.
- communicate effectively and incorporate academic conventions.

Minor Essay

Assessment Type [1]: Essay
Indicative Time on Task [2]: 25 hours
Due: **11.55 pm, 25/09/2023**
Weighting: **30%**

This essay requires students to critically identify, analyse and research a key aspect of academic approaches to the study of network cultures. Refer to iLearn for further information.

On successful completion you will be able to:

- deploy advanced disciplinary knowledge of the principles, methods and concepts within the field of network culture.
- identify, analyse and evaluate key issues and debates related to transformative online practices.
- apply and critically assess research practices that address the social and cultural impact of digital media.
- communicate effectively and incorporate academic conventions.

Seminar Presentation

Assessment Type [1]: Presentation
Indicative Time on Task [2]: 15 hours
Due: **19/10/2023**
Weighting: **20%**

Students will be required to present a specific perspective on network culture both as cultural and academic practice. Refer to iLearn for further information.

On successful completion you will be able to:

- deploy advanced disciplinary knowledge of the principles, methods and concepts within the field of network culture.
- identify, analyse and evaluate key issues and debates related to transformative online practices.
- apply and critically assess research practices that address the social and cultural impact of digital media.
- communicate effectively and incorporate academic conventions.

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[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

Readings for the unit will be provided or made available on iLearn. Essays are to be submitted via Turnitin.

Unit Schedule

SEMINAR SCHEDULE

WEEK 2: INTRODUCTION TO THE UNIT

3 August

WEEK 3: INTERNET HISTORY AND NETWORK THEORY

10 August

Kazys Varnelis, 'The Meaning of Network Culture' in *Networked Publics* (2008).

WEEK 4: WHAT IS THE AUTHOR?/ HISTORY OF THE AUTHOR

17 August

Michel Foucault, 'What Is an Author?' (1969)

Martha Woodmansee, 'On the Author Effect: Recovering Collectivity' (1994)

Aaron Meskin, 'Authorship' (2008) in Livingston and Plantinga (eds) *The Routledge Companion to Philosophy and Film*, London: Routledge, 2008

Andrew Bennett, 'Authority, Ownership, Originality' in *The Author* (2005)

WEEK 5: THE NEAR-DEATH OF THE AUTHOR: POST-STRUCTURALISM, POSTMODERNISM & NETWORK CULTURE

24 August

Roland Barthes, 'The Death of the Author' (1969)

Andrew Murphie & John Potts, 'Digital Aesthetics: Cultural Effects of New Media Technologies' in *Culture and Technology*(2003)

William Deresiewicz, 'Piracy, Copyright, and the Hydra of Tech' in *The Death of the Artist* (2020)

Jonathan Taplin, 'Pirates of the Internet' in *Move Fast and Break Things* (2017)

WEEK 6: COPYRIGHT, TECHNOLOGY, DOWNLOADING & STREAMING

31 August

Cory Doctorow, 'How Copyright Broke' (2008)

Steve Collins, 'Kookaburra v. Down Under: It's Just Overkill' in *Scan* Journal Vol 7 No 1 2010

J. Smiers and M. Van Schijndel, 'A Level Cultural Playing Field' (2009)

Linda Jaivin, 'Big Content' in Phillipa McGuinness (ed) *Copyfight* (2015)

WEEK 7: FAN FICTION, BIG DATA, AND OTHER AUTHORSHIP CHALLENGES

7 September

Rebecca Tushnet, 'Architecture and Morality: Transformative Works, Transforming Fans'

in Darling and Pezanowski(eds) *Creativity Without Law: Challenging the Assumptions of*

Intellectual Property (2017)

Rodley, Chris and Burrell, Andrew, 'On the Art of Writing with Data' in Potts, John (ed) *The Future of Writing* (2014) pp. 77 - 89, available as chapter download from library

 MID-SEMESTER BREAK

WEEK 8: ARTIFICIAL INTELLIGENCE

28 September

Hannah Fry, 'Good artists borrow; great artists steal', from *Hello World: Being Human in the Age*

of Algorithms (2018)

John Potts, 'AI vs the Author' in *The Near-Death of the Author: Creativity in the Internet Age* (2023) chapter download from library

WEEK 9: SOCIAL MEDIA (Tai Neilson)

5 October

Crawford. (2021). Data. *The Atlas of AI: Power, Politics, and the Planetary Costs of*

Artificial Intelligence. Yale University Press.

Citton. (2017). From Attention Economy to Attention Ecology. *The ecology of attention* (English edition.). Polity Press. Intro-Ch 3

WEEK 10: BLOCKCHAIN, NETFLIX AND OTHER ASPECTS OF NETWORK CULTURE

12 October

Lobato, R. (2019). What is Netflix? In R. Lobato, *Netflix Nations: The Geography of Digital Distribution* (pp. 18-45). New York University Press.

Ferguson, F. (2019) 'Bitcoin: A Reader's Guide (The Beauty of the Very Idea)'. *Critical Inquiry 46*(1), 140-166. https://doi.org/10.1086/705302

Starosielski, N. (2015). 'Fixed Flow: Undersea Cables as Media Infrastructure'. In L. Parks and N. Starosielski (Eds.), *Signal Traffic: Critical Studies of Media Infrastructures* (pp. 53-70). University of Illinois Press.

WEEK 11: STUDENT SEMINAR PRESENTATIONS

19 October

BIBLIOGRAPHY

Bennett, Andrew, *The Author*, London: Routledge, 2005

Bently, L., Davis, J. and Ginsburg, J (eds) *Copyright and Piracy*, Cambridge:

Cambridge University Press, 2010

Bettig, Ronald V., *Copyrighting Culture: The Political Economy of Intellectual Property*,

Boulder: Westview, 1996

Borschke, Margie, *This Is Not a Remix: Piracy, Authenticity and Popular Music*, New York: Bloomsbury, 2017

Burke, Sean (ed) *Authorship From Plato to the Postmodern: A Reader*, Edinburgh:

Edinburgh University Press, 2000

Burke, Sean, *The Death and Return of the Author*, Edinburgh: Edinburgh University Press, 2010

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Crawford, *The Atlas of AI: Power, Politics, and the Planetary Costs of*

Artificial Intelligence. Yale University Press, 2021.

Darling, Kate and Pezanowski, Aaron (eds) *Creativity Without Law: Challenging the Assumptions of Intellectual Property*, New York: New York University Press, 2017

Demers, Joanna, *Steal this Music: How Intellectual Property Law Affects Musical*

Creativity, Athens: University of Georgia Press, 2006

Deresiewicz, William, *The Death of the Artist*, New York: Henry Holt, 2020

Doctorow, Cory, *Content*:*Selected Essays on Technology, Creativity, Copyright and the Future of the Future*, San Francisco: Tachyon Publications, 2008

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Fry, Hannah, *Hello World: Being Human in the Age of Algorithms*, New York: W W Norton, 2018

Lessig, Lawrence, *Free Culture: How Big Media Uses Technology and the Law to Lock*

Down Culture and Control Creativity, New York: Penguin, 2004

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McGuinness, Phillipa (ed)*Copyfight*, Sydney: NewSouth, 2015

Murphie, Andrew and Potts, John, *Culture and Technology*, Basingstoke: Palgrave

Macmillan, 2003

Postigo, Hector, *The Digital Rights Movement*, Cambridge: MIT Press, 2012

Potts, John, *The Near-Death of the Author: Creativity in the Internet Age*, Toronto: University of Toronto Press, 2023

Potts, John (ed) *The Future of Writing*, Basingstoke: Palgrave Pivot, 2014

Reagle, Joseph and Koerner, Jackie (eds) *Wikipedia @ 20: Stories of an Incomplete Revolution,* Cambridge: MIT Press, 2020

Rose, Mark, *Authors and Owners: The Invention of Copyright*, Cambridge, MA: Harvard

University Press, 1993

Simone, Daniela, *Copyright and Collective Authorship*, Cambridge: Cambridge University Press, 2019

Smiers, J. and Van Schijndel, M., *Imagine There is No Copyright and No Cultural Conglomerates Too, ,*Amsterdam: Institute of Network Cultures, 2009

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Taplin, Jonathan, *Move Fast and Break Things: How Facebook, Google and Amazon Have*

Cornered Culture and What it Means For Us, New York: Macmillan, 2017

Varnelis, Kazys (ed) *Networked Publics*, Cambridge: MIT Press, 2008

Woodmansee, Martha and Jaszi, Peter (eds) *The Construction of Authorship*, Durham:

Duke University Press, 1994

Zwar, Jan, Throsby, David, Longden, Thomas, *Australian Authors: Industry Brief No. 1: Key*

Findings, 2015,Department of Economics, Macquarie University at http://goto.mq.edu.au/book-industry

Zuboff, Shoshana, *The Age of Surveillance Capitalism: The Fight for a Human Future at the New Frontier of Power*, New York: Public Affairs, 2019

Policies and Procedures

Macquarie University policies and procedures are accessible from Policy Central (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
- Assessment Procedure
- Complaints Resolution 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). 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) 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

Academic Integrity

At Macquarie, we believe academic integrity – honesty, respect, trust, responsibility, fairness and courage – is at the core of learning, teaching and research. We recognise that meeting the expectations required to complete your assessments can be challenging. So, we offer you a range of resources and services to help you reach your potential, including free online writing an d maths support, academic skills development and wellbeing consultations.

Student Support

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

The Writing Centre

The Writing Centre provides resources to develop your English language proficiency, academic writing, and communication skills.

- Workshops
- Chat with a WriteWISE peer writing leader
- Access StudyWISE
- Upload an assignment to Studiosity
- Complete the 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

Macquarie University offers a range of Student Support Services including:

- IT Support
- Accessibility and disability support with study

- Mental health support
- Safety support to respond to bullying, harassment, sexual harassment and sexual assault
- Social support including information about finances, tenancy and legal issues
- Student Advocacy provides independent advice on MQ policies, procedures, and processes

Student Enquiries

Got a question? Ask us via AskMQ, or contact Service Connect.

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.