



MMCC2141

Cybercultures

Session 1, In person-scheduled-weekday, North Ryde 2025

School of Communication, Society and Culture

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General Information

Unit convenor and teaching staff Rowan Tulloch rowan.tulloch@mq.edu.au
Credit points 10
Prerequisites 40cp including ((20cp in MMCC or MAS units at 1000 level) or (COMP111 or COMP1150 or MMCC1001))
Corequisites
Co-badged status
Unit description This unit explores the relationship between digital technology and society. How has society been shaped by digital technology? How does digital technology embody the desires, politics, and social practices of contemporary society? This unit introduces students to the debates surrounding the digital platforms we use daily, from social media to streaming services, and explores the key opportunities created and threats posed by these technologies.

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 digital media cultures in a contemporary and historical context.

ULO2: communicate (in both oral and written forms) theoretical understandings of digital media cultures.

ULO3: apply academic research skills.

ULO4: analyse and evaluate contemporary online media platforms, environments and services.

General Assessment Information

Late Penalties

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
<u>Online Quiz</u>	40%	No	11/05/2025
<u>Theoretical engagement task</u>	10%	No	18/05/2025
<u>Major Essay</u>	50%	No	01/06/2025

Online Quiz

Assessment Type ¹: Quiz/Test

Indicative Time on Task ²: 30 hours

Due: **11/05/2025**

Weighting: **40%**

Students will complete an online quiz. See iLearn for details.

On successful completion you will be able to:

- situate and evaluate digital media cultures in a contemporary and historical context.
- analyse and evaluate contemporary online media platforms, environments and services.

Theoretical engagement task

Assessment Type ¹: Problem set

Indicative Time on Task ²: 20 hours

Due: **18/05/2025**

Weighting: **10%**

Students will demonstrate knowledge of, and ability to apply, concepts from unit readings and lecture material.

On successful completion you will be able to:

- situate and evaluate digital media cultures in a contemporary and historical context.
- communicate (in both oral and written forms) theoretical understandings of digital media cultures.
- analyse and evaluate contemporary online media platforms, environments and services.

Major Essay

Assessment Type ¹: Essay

Indicative Time on Task ²: 50 hours

Due: **01/06/2025**

Weighting: **50%**

Students will research and write an academic essay. See iLearn for details.

On successful completion you will be able to:

- situate and evaluate digital media cultures in a contemporary and historical context.
- communicate (in both oral and written forms) theoretical understandings of digital media cultures.
- apply academic research skills.
- analyse and evaluate contemporary online media platforms, environments and services.

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

MMCC2141 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.

Tutorials begin in WEEK 2. Participation in tutorial activities and in-class exercises form an integral part of MMCC2141. Students are expected to arrive punctually and actively participate in class work. A mark is allocated for in-class participation in this unit and a 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 MMCC2141 are electronically available through the library website. There is a link on iLearn to the unit readings.

Assessment Submission: Assignments for MMCC2141 will be completed/submitted online via iLearn. Further details on submission will be explained in tutorials.

Examinations: There is no exam for MMCC2141.

Further resources for MMCC2141 can be accessed through iLearn: <http://ilearn.mq.edu.au/>.

Technologies used and required: Computer 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](#)
- [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) (<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 connect.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 and maths support](#), [academic skills development](#) and [wellbeing consultations](#).

Student Support

Macquarie University provides a range of support services for students. For details, visit <http://students.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 the [Service Connect Portal](#), 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.

Unit information based on version 2025.04 of the [Handbook](#)