MECO801

Social Media, Law and Ethics

S1 Day 2019

Department of Media, Music, Communication and Cultural Studies

Contents

Disclaimer

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General Information

Unit convenor and teaching staff
Unit Convener
Catharine Lumby
catharine.lumby@mq.edu.au
Contact via 0414 897 255
Y3A225
Students should email me to make a time for face to face consultations

Rebecca Dunn
rebecca.dunn@mq.edu.au

Credit points
4

Prerequisites
Admission to MFJ or MIntComm or MIntCommMIntRel or MIntBusMIntComm or MCreIndMFJ
or MMedia or MCreIndMMedia

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

Learning Outcomes

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

Analyse the key laws that regulate social and online media practice in Australia

Apply an ethical and critical reflection to social media practices

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

Summarise and evaluate how these laws affect contemporary media content production

General Assessment Information

Assessment standards in this unit align with the University's grade descriptors, available at: http s://staff.mq.edu.au/work/strategy-planning-and-governance/university-policies-and-procedures/p olicies/assessment

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
Presentation	20%	No	Ongoing
Seminar paper	30%	No	One week after presentation
Final essay	50%	No	13/6/2019

Presentation

Due: **Ongoing**
Weighting: **20%**

You will be asked to present a 15 minute paper on one of the readings at a seminar. The presentation will be a group presentation. Students will be put into groups in the second week of the course and will be asked to select one of the course topics for their presentation. Students will be expected to meet 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. There will be opportunities to discuss this assignment in class prior to the presentations which will begin in Week 4. The presentations will be assessed in class by the lecturer.

 For assessment criteria see below.

Assessment Matrix

Clarity of Expression   25% Quality of Research   25% Quality of Argument   25% Originality 25%

On successful completion you will be able to:

- Analyse the key laws that regulate social and online media practice in Australia

- Apply an ethical and critical reflection to social media practices

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- Summarise and evaluate how these laws affect contemporary media content production

Seminar paper

Due: **One week after presentation**
Weighting: **30%**

Following your seminar presentation you will prepare a 1,500 word paper drawing on your presentation and using other scholarly and journalistic resources. Your seminar paper does not have to be identical to your presentation - as it is assessed individually you are encouraged to focus on an aspect of the issue your group presented on and elaborate. You are also encouraged to find real world examples involving social media, law and/or ethics. This assignment should be written in a conventional essay style using consistent referencing. For assessment criteria see below.

Assignment to be submitted on Turnitin

Assessment matrix

Clarity of Expression   25% Quality of Research   25% Quality of Argument   25% Originality 25%

On successful completion you will be able to:

- Analyse the key laws that regulate social and online media practice in Australia

- Apply an ethical and critical reflection to social media practices

- 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

- Summarise and evaluate how these laws affect contemporary media content production

Final essay

Due: **13/6/2019**
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. It is important to bear in mind, as this course will unpack, that social media is a fluid and emergent media space and that many legal and ethical questions remain unanswered. As the assessment criteria states, you will be evaluated not only on clarity of expression, research and the quality of your argument but equally on originality. You are encouraged, using solid research and argument, to think critically and deeply about an issue relevant to the course and to demonstrate that thinking in your essay.

For assessment criteria see below.

Assignment to be submitted on Turnitin

Assessment matrix

Clarity of Expression   25% Quality of Research   25% Quality of Argument   25% Originality 25%

On successful completion you will be able to:

- Analyse the key laws that regulate social and online media practice in Australia
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Delivery and Resources

There is a course reader which can be ordered via a Print Upon Demand system. Here is the link to order the reader: https://printerydigital.mq.edu.au/shop/a/292-Student-Material-on-demand/294-Faculty-of-Arts/404-2016

Unit Schedule

Week One (Monday February 25) - There is no face to face class in Week One. Students will be directed to reading resources via email and notification on ilearn

Week Two (Monday March 4th)

Introduction to Legal and Ethical Frameworks

Week Three (Monday March 11th)

Contempt of court laws and social media

Week Four (Monday March 18th)

Copyright laws and social media

Week Five (Monday March 25th)

Privacy laws, principles and social media

Week Six (Monday April 1st)

Defamation, freedom of speech and social media

Week Seven (Monday April 8th)

Media content regulation and social media

Week Eight (Monday April 29th)

Online vitriol, hate speech and cyberbullying in social media

Week Nine (Monday May 6th)

Celebrities, self and product promotion and social media

Week Ten (Monday May 13th)

Pornography, offensive content and social media

Week Eleven (Monday May 20th)

Wikileaks, national security and social media

Week Twelve (Monday May 27th)

Review of course and discussion

Policies and Procedures

Macquarie University policies and procedures are accessible from Policy Central (https://staff.m
q.edu.au/work/strategy-planning-and-governance/university-policies-and-procedures/policy-centr
al). 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.)*

Undergraduate students seeking more policy resources can visit the 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).

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 or if you are a Global MBA student contact globalmba.support@mq.edu.au

Information about Remarks

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) 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 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.

Graduate Capabilities

PG - Capable of Professional and Personal Judgment and Initiative

Our postgraduates will demonstrate a high standard of discernment and common sense in their professional and personal judgment. They will have the ability to make informed choices and decisions that reflect both the nature of their professional work and their personal perspectives.

This graduate capability is supported by:

Learning outcomes

- Analyse the key laws that regulate social and online media practice in Australia
- Apply an ethical and critical reflection to social media practices
- 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
- Summarise and evaluate how these laws affect contemporary media content production

Assessment tasks

- Presentation
- Seminar paper
- Final essay

PG - Discipline Knowledge and Skills

Our postgraduates will be able to demonstrate a significantly enhanced depth and breadth of knowledge, scholarly understanding, and specific subject content knowledge in their chosen fields.

This graduate capability is supported by:

Learning outcomes

- Analyse the key laws that regulate social and online media practice in Australia
- 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

Assessment tasks

- Presentation
- Seminar paper
- Final essay

PG - Critical, Analytical and Integrative Thinking

Our postgraduates will be capable of utilising and reflecting on prior knowledge and experience, of applying higher level critical thinking skills, and of integrating and synthesising learning and knowledge from a range of sources and environments. A characteristic of this form of thinking is the generation of new, professionally oriented knowledge through personal or group-based critique of practice and theory.

This graduate capability is supported by:

Learning outcomes

- Apply an ethical and critical reflection to social media practices
- Apply advanced knowledge of legal and ethical principles to social media practice
- Summarise and evaluate how these laws affect contemporary media content production

Assessment tasks

- Presentation
- Seminar paper
- Final essay

PG - Research and Problem Solving Capability

Our postgraduates will be capable of systematic enquiry; able to use research skills to create new knowledge that can be applied to real world issues, or contribute to a field of study or practice to enhance society. They will be capable of creative questioning, problem finding and

problem solving.

This graduate capability is supported by:

Learning outcomes

- Apply an ethical and critical reflection to social media practices
- Apply advanced knowledge of legal and ethical principles to social media practice
- Summarise and evaluate how these laws affect contemporary media content production

Assessment tasks

- Presentation
- Seminar paper
- Final essay

PG - Effective Communication

Our postgraduates will be able to communicate effectively and convey their views to different social, cultural, and professional audiences. They will be able to use a variety of technologically supported media to communicate with empathy using a range of written, spoken or visual formats.

This graduate capability is supported by:

Learning outcome

- Apply advanced knowledge of legal and ethical principles to social media practice

Assessment tasks

- Presentation
- Seminar paper
- Final essay

PG - Engaged and Responsible, Active and Ethical Citizens

Our postgraduates will be ethically aware and capable of confident transformative action in relation to their professional responsibilities and the wider community. They will have a sense of connectedness with others and country and have a sense of mutual obligation. They will be able to appreciate the impact of their professional roles for social justice and inclusion related to national and global issues

This graduate capability is supported by:

Learning outcomes

- Analyse the key laws that regulate social and online media practice in Australia
- Apply an ethical and critical reflection to social media practices
- Apply advanced knowledge of legal and ethical principles to social media practice

Assessment tasks

- Presentation
- Seminar paper
- Final essay

Changes since First Published

Date	Description
21/02/2019	Unit schedule dates amended
21/02/2019	Final essay date amended to 2019 Unit schedule dates amended to 2019