



MAS 330

Network Cultures

S2 Day 2019

Department of Media, Music, Communication and Cultural Studies

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General Information

Unit convenor and teaching staff

Senior Lecturer

Margie Borschke

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10HA 254, 10 Hadenfeld Dr (formerly Y3A 254)

Friday 4-5 by appointment or by appointment Thursdays 1-2

Credit points

3

Prerequisites

39cp at 100 level or above

Corequisites

Co-badged status

Unit description

This unit explores the complex relation between technology and culture, in many forms. The impact of digital and networking technologies on contemporary cultural expression is examined with reference to social media, network culture and online media forms. The cultural and social implications of new media technologies are considered in the fields of intellectual property, notions of authorship, patterns of communication and consumption, the experience of space and time, consciousness, ethics and privacy. The representation of technology in art and science fiction is studied in detail. Broader social, political and cultural issues regarding technology are considered in the specific context of creative expression using new 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:

Understand a range of theories of technology and society

Develop an expanded knowledge of the history of art and technology

Appreciate and evaluate the complex relationship between digital networked technology and culture

Assess contemporary art, media and network culture

Relate ideas and evaluate concepts in aesthetics

Develop a range of advanced critical and creative thinking attributes

General Assessment Information

All assessments must be submitted as a single word or pdf document via the Turnitin box on iLearn.

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 (incl. 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>Case Study Report</u>	40%	No	August 29, 2019
<u>Essay</u>	60%	No	4/11/2019 23:59

Case Study Report

Due: **August 29, 2019**

Weighting: **40%**

TASK: IDENTIFY SOME PHENOMENON IN NETWORK CULTURE AND USE A THEORY OR CONCEPT FROM THE ASSIGNED READINGS TO ANALYSE

Each week we discuss a range of theoretical ideas and concepts and think about how these theories can help us to understand real world phenomena and problems in network culture.

For this assessment you will

- identify a creative artefact or practice relevant to network culture and the themes in this unit
- choose a theory or concept from the weeks preceding the assessment deadline
- apply the idea to the case study you've chosen
- write a report on your analysis

Length: 1000 - 1250 (You are welcome to also include relevant images, links or media to illustrate your case study)

Submission:

You will submit your work as a single pdf or word doc via the turnitin link (see iLearn).

Assessment Criteria:

- The strength of your thesis and argumentation.
- Demonstrate an understanding of a concept and its place in scholarly debates
- Ability to identify a relevant case study to use to critically analyse a concept or problem.
- The overall success of your project as creative research

This is a formative assessment: feedback will include a grade out of 100 and a qualitative rubric.

On successful completion you will be able to:

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Essay

Due: **4/11/2019 23:59**

Weighting: **60%**

Throughout the semester we will inquire into the relationship between culture and technology with an emphasis on digital network technologies, aesthetics and social change. We will explore a range of concepts and theories and consider how we can use them to understand complex phenomena and pressing social questions. We will also critically examine a variety of networked platforms and consider how they shape expression and everyday life. In this assessment you will demonstrate that you have engaged with and understand these ideas and can use them to analyse real world phenomena and contemporary questions about networked culture.

As your final project you will submit an essay that offers your contribution towards answering the big questions we have discussed this semester. We will discuss these questions in-class and through experimentation with a variety of social media platforms and practices. You will engage in in-class activities that help you to devise an appropriate research question, identify relevant ideas and concepts and select evidence to build your argument. These in-class activities and this essay activity will help you build the analytical skills necessary to understand the research process, think critically about qualitative research and make a contribution to the community of scholarly inquiry.

n.b. You must draw upon the unit's reading list to write your essay. You are welcome to bring in other relevant academic work (and it should be cited) but it is not required. You are also encouraged to draw upon relevant news media and grey literature to provide evidence about the networked cultural phenomena you may be discussing. Support for this will be provided during the seminars.

Submit as a single document online via the turnitin submission box:

- abstract 200 words
- 2000 word essay (Your essay may include images and other media)
- bibliography

Assessment Criteria:

- Engagement with the course: Demonstration of a productive engagement with issues, ideas and theories raised by course material
- Thesis: Evidence of a clear sense of conceptual direction, and the development of a thoughtful discussion and analysis of your own
- Application: Evidence of an in-depth understanding of key issues, contexts, perspectives, theories and debates in the area; well-chosen examples and evidence to illustrate your arguments
- Writing and presentation: clarity and coherence of expression, grammar, punctuation, sentence construction, layout

This is a summative assessment. Feedback will include a grade out of 100 and a qualitative rubric.

On successful completion you will be able to:

- Understand a range of theories of technology and society
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Delivery and Resources

- **REQUIRED READINGS AND OTHER MEDIA:** Please consult the iLearn site for weekly readings and media. All readings will be available via the library or online links accessible via iLearn
- Lectorials commence in week 1
- This unit will be delivered as a two-hour interactive lectorial. It will combine in-class short lecture-style material with guided inquiry, production tasks, small group activities and discussions. These activities are geared towards developing your assessment tasks. Attendance is strongly encouraged.

- Students will be assigned to study groups that will meet in class and work on activities together in class; no outside group work is expected.
- Please bring your own devices for use in class (laptops or tablets + mobile phones). The library has laptops and iPads available for lending if you don't have your own.
<http://www.mq.edu.au/about/campus-services-and-facilities/library/facilities/computer-facilities> and there are other computer labs on campus.
- Also bring a pen or pencil and paper to class.
- Lecture portions of the class will be recorded for review purposes only. Any workshops, discussions, activities or media viewed or listened to may not be available for review.
- Be prepared to move around the lecture theatre during class time.
- Students will have access to the standards expected and examples of relevant and related assessment tasks. (The assessment criteria are stated in this unit guide. The standards expected are detailed in the rubric available on ilearn in the relevant Assessment section--there will also be many opportunities to discuss these standards and examples of relevant and related assessment tasks in class time.)

Unit Schedule

PLEASE SEE ILEARN

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.*)

Undergraduate 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](http://staff.mq.edu.au/work/strategy-planning-and-governance/university-policies-and-procedures/policy-central) (<http://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

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

Creative and Innovative

Our graduates will also be capable of creative thinking and of creating knowledge. They will be imaginative and open to experience and capable of innovation at work and in the community. We want them to be engaged in applying their critical, creative thinking.

This graduate capability is supported by:

Learning outcomes

- Understand a range of theories of technology and society
- Develop an expanded knowledge of the history of art and technology
- Appreciate and evaluate the complex relationship between digital networked technology and culture
- Assess contemporary art, media and network culture
- Relate ideas and evaluate concepts in aesthetics
- Develop a range of advanced critical and creative thinking attributes

Assessment tasks

- Case Study Report
- Essay

Capable of Professional and Personal Judgement and Initiative

We want our graduates to have emotional intelligence and sound interpersonal skills and to demonstrate discernment and common sense in their professional and personal judgement. They will exercise initiative as needed. They will be capable of risk assessment, and be able to handle ambiguity and complexity, enabling them to be adaptable in diverse and changing environments.

This graduate capability is supported by:

Learning outcomes

- Understand a range of theories of technology and society
- Develop an expanded knowledge of the history of art and technology
- Appreciate and evaluate the complex relationship between digital networked technology and culture
- Assess contemporary art, media and network culture
- Relate ideas and evaluate concepts in aesthetics
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Assessment tasks

- Case Study Report
- Essay

Commitment to Continuous Learning

Our graduates will have enquiring minds and a literate curiosity which will lead them to pursue knowledge for its own sake. They will continue to pursue learning in their careers and as they participate in the world. They will be capable of reflecting on their experiences and relationships with others and the environment, learning from them, and growing - personally, professionally and socially.

This graduate capability is supported by:

Learning outcomes

- Understand a range of theories of technology and society
- Appreciate and evaluate the complex relationship between digital networked technology and culture
- Assess contemporary art, media and network culture
- Relate ideas and evaluate concepts in aesthetics
- Develop a range of advanced critical and creative thinking attributes

Assessment tasks

- Case Study Report
- Essay

Discipline Specific Knowledge and Skills

Our graduates will take with them the intellectual development, depth and breadth of knowledge, scholarly understanding, and specific subject content in their chosen fields to make them competent and confident in their subject or profession. They will be able to demonstrate, where relevant, professional technical competence and meet professional standards. They will be able to articulate the structure of knowledge of their discipline, be able to adapt discipline-specific knowledge to novel situations, and be able to contribute from their discipline to inter-disciplinary solutions to problems.

This graduate capability is supported by:

Learning outcomes

- Understand a range of theories of technology and society
- Develop an expanded knowledge of the history of art and technology
- Appreciate and evaluate the complex relationship between digital networked technology and culture

- Assess contemporary art, media and network culture
- Relate ideas and evaluate concepts in aesthetics
- Develop a range of advanced critical and creative thinking attributes

Assessment tasks

- Case Study Report
- Essay

Critical, Analytical and Integrative Thinking

We want our graduates to be capable of reasoning, questioning and analysing, and to integrate and synthesise learning and knowledge from a range of sources and environments; to be able to critique constraints, assumptions and limitations; to be able to think independently and systemically in relation to scholarly activity, in the workplace, and in the world. We want them to have a level of scientific and information technology literacy.

This graduate capability is supported by:

Learning outcomes

- Understand a range of theories of technology and society
- Develop an expanded knowledge of the history of art and technology
- Appreciate and evaluate the complex relationship between digital networked technology and culture
- Assess contemporary art, media and network culture
- Relate ideas and evaluate concepts in aesthetics
- Develop a range of advanced critical and creative thinking attributes

Assessment tasks

- Case Study Report
- Essay

Problem Solving and Research Capability

Our graduates should be capable of researching; of analysing, and interpreting and assessing data and information in various forms; of drawing connections across fields of knowledge; and they should be able to relate their knowledge to complex situations at work or in the world, in order to diagnose and solve problems. We want them to have the confidence to take the initiative in doing so, within an awareness of their own limitations.

This graduate capability is supported by:

Learning outcomes

- Understand a range of theories of technology and society
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- Appreciate and evaluate the complex relationship between digital networked technology and culture
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Assessment tasks

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- Essay

Effective Communication

We want to develop in our students the ability to communicate and convey their views in forms effective with different audiences. We want our graduates to take with them the capability to read, listen, question, gather and evaluate information resources in a variety of formats, assess, write clearly, speak effectively, and to use visual communication and communication technologies as appropriate.

This graduate capability is supported by:

Learning outcomes

- Understand a range of theories of technology and society
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- Assess contemporary art, media and network culture
- Relate ideas and evaluate concepts in aesthetics
- Develop a range of advanced critical and creative thinking attributes

Assessment tasks

- Case Study Report
- Essay

Engaged and Ethical Local and Global citizens

As local citizens our graduates will be aware of indigenous perspectives and of the nation's historical context. They will be engaged with the challenges of contemporary society and with knowledge and ideas. We want our graduates to have respect for diversity, to be open-minded, sensitive to others and inclusive, and to be open to other cultures and perspectives: they should have a level of cultural literacy. Our graduates should be aware of disadvantage and social justice, and be willing to participate to help create a wiser and better society.

This graduate capability is supported by:

Learning outcomes

- Understand a range of theories of technology and society
- Develop an expanded knowledge of the history of art and technology
- Appreciate and evaluate the complex relationship between digital networked technology and culture
- Assess contemporary art, media and network culture
- Relate ideas and evaluate concepts in aesthetics
- Develop a range of advanced critical and creative thinking attributes

Assessment tasks

- Case Study Report
- Essay

Socially and Environmentally Active and Responsible

We want our graduates to be aware of and have respect for self and others; to be able to work with others as a leader and a team player; to have a sense of connectedness with others and country; and to have a sense of mutual obligation. Our graduates should be informed and active participants in moving society towards sustainability.

This graduate capability is supported by:

Learning outcomes

- Understand a range of theories of technology and society
- Develop an expanded knowledge of the history of art and technology
- Appreciate and evaluate the complex relationship between digital networked technology and culture
- Assess contemporary art, media and network culture
- Relate ideas and evaluate concepts in aesthetics

Assessment tasks

- Case Study Report
- Essay