

SCRN3000: Social Media and Digital Culture

Online

Semester 2 - 2024



THE UNIVERSITY OF
NEWCASTLE
AUSTRALIA

The School of Humanities, Creative Industries and Social Sciences is committed to providing an inclusive environment in which all cultures are accorded respect and all students and staff are expected to act with honesty, fairness, trustworthiness and accountability in dealings with others. The School recognises and respects the unique histories and cultures of Aboriginal and Torres Strait Islander peoples, their unbroken relationship with the lands and the waters of Australia over millennia, and the validity of Aboriginal ways of knowing. We are dedicated to reconciliation and to offering opportunities for Aboriginal and Torres Strait Islander peoples to access and succeed in higher education.

OVERVIEW

Course Description

All aspects of contemporary culture are increasingly mediated by digital technologies. This course examines how digital communication affects everyday life, culture, institutions, communities and identity. The course introduces various scholarly frameworks, theories and perspectives on social media and digital culture. In this course you are encouraged to analyse the complexities of social media and digital culture and their social and cultural function. You will examine social media, video-on-demand platforms and mobile apps; discuss critical issues such as ethics, politics and histories; and use case studies to connect theory and practice.

Academic Progress Requirements

Nil

Requisites

Course Replacement:
You cannot enrol if you have successfully completed any of the following course(s):
FMCS3100

Assumed Knowledge Contact Hours

60 units at 1000 level.
Online Seminar
Online
2 hour(s) per week(s) for 12 week(s) starting Week 1

Unit Weighting Workload

10
Students are required to spend on average 120-140 hours of effort (contact and non-contact) including assessments per 10 unit course.

COURSE OUTLINE

www.newcastle.edu.au

CRICOS Provider 00109J

CONTACTS

Course Coordinator	Online Dr Rebecca Beirne Rebecca.Beirne@newcastle.edu.au (02) 4921 5081 Consultation: Visit the Contacts page in Canvas for a booking link to make a time to talk to me. I am always happy to make time to discuss student issues so please don't hesitate.
Teaching Staff	Natalie Millhouse natalie.millhouse@uon.edu.au
School Office	School of Humanities Creative Industries and Social Sciences Social Sciences Building Callaghan HCISS@newcastle.edu.au +61 4985 4500

SYLLABUS

Course Content	The course will focus on the use of digital and networked technologies in contemporary culture. Topics may include: <ul style="list-style-type: none">• Sharing economies and network culture.• Social media identities and avatars.• Digital intimacy and social media.• Social media and participatory culture.• Hashtag activism.• Interactive, virtual, social, and mobile technologies.• On-demand and algorithmic culture.• Social gaming, media and engagement.
Course Learning Outcomes	On successful completion of this course, students will be able to: <ol style="list-style-type: none">1. Identify the relationship between digital technologies and contemporary culture2. Examine key issues and debates emerging in contemporary digital culture research.3. Articulate an argument about current digital cultures4. Use scholarly literature to analyse social media and/or digital culture case studies.
Course Materials	All readings and other resources are available online. These are linked to individual Futurelearn steps and generally also hosted on the library's Course Readings page for the subject (accessible via Canvas). Please use the Communications and Mass Media database as the first place of research for your assignments.

SCHEDULE

Week	Week Begins	Topic	Learning Activity	Assessment Due
1	22 Jul	Studying digital culture	Sign into Futurelearn and introduce yourself! You will need to create an account, please add a photo so we can put a face to the comments. Work your way	

			through each 'step' (page) of the week, and reflect on the questions, ideas and your own responses in the comments thread of each page.	
2	29 Jul	On-demand culture	Work through the learning activities on Futurelearn.	
3	5 Aug	Algorithmic culture	Work through the learning activities on Futurelearn.	
4	12 Aug	Digital relationships	Work through the learning activities on Futurelearn.	
5	19 Aug	Queer worlds online	Work through the learning activities on Futurelearn.	Submit Podcast by Friday 11:59pm.
Recess				
6	2 Sep	DIY cultures in the digital age	Work through the learning activities on Futurelearn.	
7	9 Sep	Affect and emotionality in a digital world	Work through the learning activities on Futurelearn.	
8	16 Sep	Sharing cultures	Work through the learning activities on Futurelearn.	
9	23 Sep	Fan cultures	Work through the learning activities on Futurelearn.	
Recess				
10	7 Oct	Gaming cultures	Work through the learning activities on Futurelearn.	Submit Report by Friday 11:59pm.
11	14 Oct	Politics	Work through the learning activities on Futurelearn.	
12	21 Oct	#activism	Work through the learning activities on Futurelearn.	
13	28 Oct		No learning materials this week, work on your final assignment.	Submit meme and exegesis by Friday 11:59pm.
Exams				
Exams				

ASSESSMENTS

This course has 3 assessments. Each assessment is described in more detail in the sections below.

	Assessment Name	Due Date	Involvement	Weighting	Learning Outcomes
1	Podcast	Friday 23 August 2024 by 11:59pm	Individual	30%	1, 2, 4
2	Research report	Friday 11 October 2024 by 11:59pm	Individual	40%	1, 2, 3, 4
3	Digital Project	Friday 1 November 2024 by 11:59pm	Individual	30%	1, 2, 3

Late Submissions

The mark for an assessment item submitted after the designated time on the due date, without an approved extension of time, will be reduced by 10% of the possible maximum mark for that assessment item for each day or part day that the assessment item is late. Note: this applies equally to week and weekend days.

Students are welcome to apply for extensions via the central Adverse Circumstances system if they have a special circumstance. You do not need your course coordinator's approval to do so, just go ahead. Do keep in mind that the request will not be forwarded through to your coordinator though until you upload some kind of documentation. There are a few different forms of documentation so check on this. If you have more ongoing issues making it difficult for you to complete work within the course, please talk to your coordinator as they may be able to suggest some potential

resources/supports.

Assessment 1 - Podcast

Assessment Type	Project
Description	This assessment item asks students to critically engage with media discourses on digital culture and respond to how digital technologies are understood in contemporary culture. The podcast should both respond to the media discourses and present a critical perspective, drawing on the course materials from weeks 1 to 4.
Weighting	30%
Length	10 minutes (plus written reference list)
Due Date	Friday Week 5 - 23 August by 11:59pm
Submission Method	Via Assignments page on Canvas – please review the instructions on how to submit and do a practice submission prior to the due date.
Assessment Criteria	Please see Canvas for rubric.
Return Method	Grades and feedback will be accessible via Canvas.
Feedback Provided	Grade bands and rubric feedback for individual criteria plus some additional written feedback. If you would like to work on improving your assignments, Rebecca is happy to give you some individualised interactive advice, please make an appointment.
Opportunity to Reattempt	Students will not be given the opportunity to reattempt this assessment.

Assessment 2 - Research report

Assessment Type	Report
Description	This research project provides students with the opportunity to demonstrate an in-depth understanding of the theories and concepts explored over the duration of the course, as well as your ability to synthesise relevant research in making informed, critical arguments.
Weighting	40%
Length	2500 words (plus reference list)
Due Date	Friday Week 10 - 11 October by 11:59pm
Submission Method	Via Canvas.
Assessment Criteria	Please see Canvas for a detailed rubric.
Return Method	Grades and feedback will be accessible via Canvas.
Feedback Provided	Grade bands and rubric feedback for individual criteria plus some additional written feedback. If you would like to work on improving your assignments, Rebecca is happy to give you some individualised interactive advice, please make an appointment.
Opportunity to Reattempt	Students will not be given the opportunity to reattempt this assessment.

Assessment 3 - Digital Project

Assessment Type	Project
Description	This assessment item encourages students to critically reflect on what you have learnt during the semester and have some fun. Students will need produce a meme that says something about digital culture, plus a 500-word exegesis that explains and unpacks the meme. It needs to be clear what the meme is saying and what how it relates to this course.
Weighting	30%
Length	1 x meme + 500-word exegesis
Due Date	Friday Week 13 – 1 November by 11:59pm
Submission Method	Via Canvas.
Assessment Criteria	Please see Canvas for a detailed rubric.
Return Method	Grades and feedback will be accessible via Canvas.
Feedback Provided	Grade bands and rubric feedback for individual criteria will be given by default. If you would also like additional written feedback, please indicate this at the top of your assignment submission.
Opportunity to Reattempt	Students will not be given the opportunity to reattempt this assessment.

ADDITIONAL INFORMATION

Grading Scheme

This course is graded as follows:

Range of Marks	Grade	Description
85-100	High Distinction (HD)	Outstanding standard indicating comprehensive knowledge and understanding of the relevant materials; demonstration of an outstanding level of academic achievement; mastery of skills*; and achievement of all assessment objectives.
75-84	Distinction (D)	Excellent standard indicating a very high level of knowledge and understanding of the relevant materials; demonstration of a very high level of academic ability; sound development of skills*; and achievement of all assessment objectives.
65-74	Credit (C)	Good standard indicating a high level of knowledge and understanding of the relevant materials; demonstration of a high level of academic achievement; reasonable development of skills*; and achievement of all learning outcomes.
50-64	Pass (P)	Satisfactory standard indicating an adequate knowledge and understanding of the relevant materials; demonstration of an adequate level of academic achievement; satisfactory development of skills*; and achievement of all learning outcomes.
0-49	Fail (FF)	Failure to satisfactorily achieve learning outcomes. If all compulsory course components are not completed the mark will be zero. A fail grade may also be awarded following disciplinary action.

*Skills are those identified for the purposes of assessment task(s).

Communication Methods

Communication methods used in this course include:

- Canvas Course Site: Students will receive communications via the posting of content or announcements on the Canvas course site.
- Email: Students will receive communications via their student email account.
- Face to Face: Communication will be provided via face to face meetings or supervision.

Course Evaluation

Each year feedback is sought from students and other stakeholders about the courses offered in the University for the purposes of identifying areas of excellence and potential improvement.

Learning Analytics

The University uses an evidence-based approach to enhancing student learning and delivering support. Our careful analysis of data through learning analytics informs decision making processes related to student learning, academic outcomes, and support services. Learning analytics may be used to identify targeted individual opportunities for additional support services or interventions.

Oral Interviews (Vivas)

As part of the evaluation process of any assessment item in this course an oral examination (viva) may be conducted. The purpose of the oral examination is to verify the authorship of the material submitted in response to the assessment task. The oral examination will be conducted in accordance with the principles set out in the [Oral Examination \(viva\) Procedure](#).

In cases where the oral examination reveals the assessment item may not be the student's own work the case will be dealt with under the [Student Conduct Rule](#).

Academic Integrity and Ethical Academic Conduct Policy

All students are required to meet the academic integrity standards of the University. These standards reinforce the importance of integrity and honesty in an academic environment. Academic Integrity policies apply to all students of the University in all modes of study and in all locations.

Please refer to the [Academic Integrity and Ethical Academic Conduct Policy](#)

Adverse Circumstances

The University acknowledges the right of students to seek consideration for the impact of allowable adverse circumstances that may affect their performance in assessment item(s).

Applications for special consideration due to adverse circumstances will be made using the online Adverse Circumstances system where:

1. the assessment item is a major assessment item; or
2. the assessment item is a minor assessment item and the Course Co-ordinator has specified in the Course Outline that students may apply the online Adverse Circumstances system;
3. you are requesting a change of placement; or
4. the course has a compulsory attendance requirement.

Before applying you must refer to the [Adverse Circumstance Affecting Assessment Items Procedure](#).

Use of generative artificial intelligence in course assessments

It is critical that any work submitted for assessment is your own original work. Before using generative AI tools (such as ChatGPT, Perplexity, Microsoft Copilot, etc) in any assessable work you must ensure that such use is in line with the requirements for the course and expectations of your Course Coordinator

Misuse of AI tools may be considered a breach of the [University's Student Conduct Rule](#) and could result in disciplinary action.

Artificial Intelligence detection software may be used to review any work you submit. If you have used AI in any way other than has been expressly permitted by your course coordinator, you may be engaging in academic misconduct and be subject to penalties.

For information, refer to:

- [Generative AI Tools](#)
- [Academic Integrity](#)

Important Policy Information

The Help button in the Canvas Navigation menu contains helpful information for using the Learning Management System. Students should familiarise themselves with the policies and procedures at <https://www.newcastle.edu.au/current-students/respect-at-uni/policies-and-procedures> that support a safe and respectful environment at the University

This course outline was approved by the Head of School. No alteration of this course outline is permitted without Head of School approval. If a change is approved, students will be notified and an amended course outline will be provided in the same manner as the original.

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