



Faculty of Arts & Social Sciences

School of the Arts and Media

ARTS2091

Mobile Cultures

Session 2, 2014

UNSW Course Outline

1. Location of the course

Mobile Cultures (ARTS2091) Session 2, 2014
Faculty of Arts and Social Sciences, School of the Arts and Media

Lectures are held on Thursdays, 12 – 2pm, Science Theatre (map:
[https://www.venuesandevents.unsw.edu.au/includes/documents/venues/science/Science Theatre map 2011.pdf](https://www.venuesandevents.unsw.edu.au/includes/documents/venues/science/Science%20Theatre_map_2011.pdf))

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3. Staff Contact Details

Position	Name	Email	Availability; times and location	Phone
Course Convener	Michele Zappavigna	m.zappavigna@unsw.edu.au	Friday 2pm, Robert Webster, 311R (level 3)	email preferred
Tutor	Dr Adam Hulbert	drhulbert@icloud.com		email preferred

4. School of the Arts and Media Contact Information

Room 312, level 3 Robert Webster Building
Phone: 9385 4856
Email: sam@unsw.edu.au

5. Attendance Requirements

- A student is expected to attend all class contact hours.
- Attendance will be recorded at the beginning of each tutorial. It is your responsibility to ensure your

name has been marked off at each class.

- A student who attends less than 80% of class contact hours without justification may be awarded a final grade of UF (Unsatisfactory Fail).
- A student who arrives at tutorial more than 15 minutes late may be penalised for non-attendance.
- If a student experiences illness, misadventure or other occurrence that makes absence from a class/activity unavoidable, they should seek permission from the Course Authority. The application should be accompanied by an original or certified copy of a medical certificate or other form of appropriate evidence.
- A Course Authority may excuse a student from classes for up to one month. A student seeking approval to be absent for more than one month must apply in writing to the Dean.
- A student who has submitted the appropriate documentation but attends less than 66% of the classes/activities will be asked by the Course Authority to apply to discontinue the course without failure.
- For more information about the FASS attendance protocols, see the SAM policies and guidelines webpage: <https://sam.arts.unsw.edu.au/students/resources/policies-guidelines/>

6. Essential Information For FASS/SAM Students

For essential student information relating to: attendance requirements; requests for extension; review of marks; occupational health and safety; examination procedures; special consideration in the event of illness or misadventure; student equity and disability; and other essential matters, see the SAM Policies and Guidelines webpage: <https://sam.arts.unsw.edu.au/students/resources/policies-guidelines/>

7. Course details

Credit Points:

6 Units of Credit

Summary of the Course

Welcome to Mobile Cultures!

Media are increasingly portable, mobile, networked and ubiquitous. But what are the conditions that have given rise to these new media technologies and practices, and how might we respond to new mobile networks and forms of participation that mobile media allow? From mass media to mass migration, mobility is one of the key concepts of modern life. This course investigates mobile media in the context of the pervasiveness of mobility in modern life and the way in which technology enables and controls all kinds of mobile cultures.

This subject will survey the history of mobile and portable media from transistor radios through to iPhones, within a larger context of mobile cultures in which we move, from village to city, home life to car culture, from airport to Internet. Tracing the evolution of modernity from the industrial revolution to the fluid spaces of contemporary super-modernity, this course investigates the current state of play in the mobile media landscape within broad cultural, political, historical and theoretical frameworks. Using these frameworks we will analyse how power and resistance operate within a society structured by movement: how social relationships are built and reconfigured in an age of global travel and communication, who is empowered and who is disempowered.

Aims of the Course

This course will enable students to:

1. Gain an understanding of the key theoretical and practical challenges in understanding mobile media.
2. Contextualise contemporary mobile media within a history of communication and learn to analyse cultural and communicative patterns in relation to mobile media.

Student learning outcomes

At the conclusion of this course the student will be able to:

1. Apply theories of mobile media to contemporary technological and social configurations.
2. Investigate the means by which different regimes of power operate to shape understandings and experiences of mobile media.
3. Work collaboratively in groups to facilitate the learning of other students.
4. Produce a high level of academic research and writing.

Graduate Attributes

ARTS2091: Mobile Cultures is designed to develop the following UNSW graduate attributes:

5. The capacity for analytical and critical thinking and creative problem solving.
6. The ability to engage in independent and reflective learning
7. The ability to independently conduct relevant and high quality multidisciplinary research.
8. The skills of effective and precise academic communication.

8. Rationale for the inclusion of content and teaching approach

The mediascape has changed dramatically in recent decades. The exponential growth of global travel, the rise of the Internet and the uptake of mobile devices has fundamentally altered our everyday lives, our society and our sense of self. This course is designed to assist students in conceptualising this moment of radical reconfiguration. Moving away from traditional static models of mass-media towards theorisations emphasising mobility, connectivity and personalisation, this course is designed to give the students an up-to-date understanding of contemporary media that they will need to become successful media practitioners. This course does not primarily focus on specific mobile technologies (which themselves will be outmoded shortly), but rather seeks to provide an appropriate and relevant academic framework for students to engage with and develop. The assessments in this course are designed to promote a deep engagement with the key theoretical concepts and theorists as well as to encourage self-reflexive and collaborative learning.

9. Teaching strategies

ARTS2091: Mobile Culture will consist of one lecture (two hours) and one tutorial (one hour) each week. Attendance at both is compulsory. In some weeks lecture time may be set aside to discuss course related issues, such as assessment tasks, research skills and resources.

Advice concerning special consideration in the event of illness or misadventure is available in the SAM Policies and Guidelines webpage:

<https://sam.arts.unsw.edu.au/students/resources/policies-guidelines/>

Tutorials are student-led and are structured as a weekly reading group. They are a space for you, the student, to determine what will best help you navigate the complex terrain of Mobile Culture. Your tutor's role is to assist and guide you, not to do the work for you, so the success of your tutorials comes down to you. You are expected to come to class having done the readings, but it is not a problem if you have not understood everything, the complex ideas from the readings and lectures will be discussed and worked through in the tutorial in the following week. So come along prepared to ask questions and engage with the issues and you will find the tutorials a productive learning environment. Remember the tutorial will only be as useful and enjoyable as you make it.

Course Twitter account

You will need to create a Twitter account that you will use for live-tweeting exercises in the lecture as well as during your tutorial presentation/facilitation task that forms part of your formal assessment. For ethical reasons you may not use your personal Twitter account for this work. The username you will use for your course account should take the following form:

Initials + tute time e.g. MZH14A or GHM13A

The course Twitter account which you will need to follow is @ARTS2093. Information on how to set up a Twitter account can be found here: <https://support.twitter.com/articles/100990-signing-up-with-twitter>. Please note that it is possible to easily toggle between your personal and course accounts on your phone though Twitter has yet to implement this for the website version (a workaround is to use a different browser for each account). More details will be provided in the lecture and tutorials.

10. Assessment

This course has 3 assessment tasks: a tutorial presentation, an essay and a multiple choice exam, as detailed in the table below. **In order to pass this course, you must make a serious attempt at ALL assessment tasks.**

Assessment task	Length	Weight	Learning outcomes assessed	Graduate attributes assessed	Due date
Tutorial presentation and facilitation	20 mins	25%	1, 2,3	1,2,4	Each student will be allocated a tutorial week in the week 1 l.
Essay	1800 words	40%	1,2,4	1,2,3,4	15 th September (Week 8)
Multiple choice exam	2 hrs	35%	1	1,2	During lecture, 16 th October (Week 11)

Further details about the tutorial presentation including the marking criteria will be provided in the first tutorial in **WEEK 1**. It is **essential that you attend this class** in order to be allocated a week in which to present. This task will involve using your course Twitter account (see section 9 for more details).

The essay question and marking criteria will be provided during the second lecture.

Referencing Your Assignments

In all assessment tasks, any material or ideas taken from another source must be referenced in accordance with the Referencing Style Guidelines as outlined in the UNSW Assessment Policies.

Submission of Assessment Tasks

The School of the Arts and Media (SAM) now has very strict guidelines concerning assessment tasks. You can download a copy of these from the SAM Policies and Guidelines webpage:

<https://sam.arts.unsw.edu.au/students/resources/policies-guidelines/>

You should keep in mind that all courses in SAM, including ARTS2091, follow these guidelines (which include instructions on how to submit your work, whether and how you can apply for extensions, late penalties, academic honesty and plagiarism) so it is crucial that you read the guidelines now.

Submission to Turnitin

All written assignments are to be submitted to Turnitin on the course Moodle site.

You must submit written work in 12-point font, double spaced and paginated. Do keep an electronic and hard copy yourself.

If you have any **problems submitting** via Turnitin, send your Convener a word.doc version of your assignment immediately, together with an explanation of the problem you are encountering. You should then follow the protocol outlined at the following site:

<http://teaching.unsw.edu.au/moodle-students-help>

Advice about whom to contact is given when you log in to Moodle. Such advice includes the following:

If you have trouble logging in, or you cannot see your course once you log in, please contact the IT Service Centre for assistance.

For enrolment and login issues contact:

IT Service Centre Email: itservicecentre@unsw.edu.au

Internal: x51333

External: (02) 9385-1333

International: +61 2 9385 1333

If you have difficulty using the Moodle environment or tools, please contact External TELT support. Moodle Mobile is now supported on this version of Moodle.

External TELT Support

Email: externalteltsupport@unsw.edu.au

Internal: 53331

External: (02) 9385 3331

International: +61 2 9385 3331

Please do not send your Course Conveners a copy of your assignment unless you are unable to submit via Turnitin. Once you have submitted you will receive a **receipt** to confirm that you have successfully submitted. **Keep this receipt as proof of the date and time that you lodged your assignment. If you do not receive such notification, you must ask your Convener, by email, to check whether your upload was successful.**

Please be aware that when you submit a UNSW course assignment online, through a facility such as Turnitin etc., you are automatically acknowledging that you have understood and abided by the University requirements in respect of student academic misconduct outlined in the Student Code Policy and Student Misconduct Procedures, both of which are available at: <https://my.unsw.edu.au/student/academiclife/assessment/StudentMisconduct.html>

You are also declaring that the assessment item is your own work, except where acknowledged, and has not been submitted for academic credit previously in whole or in part. In addition, you are declaring that the assessor of this item may, for assessment purposes:

- * provide a copy to another staff member of the University
- * communicate a copy of this assessment item to a plagiarism checking service (such as Turnitin) which may then retain a copy of the assessment item on its database for the purpose of future plagiarism checking.

Late Submission

PLEASE NOTE THAT THESE RULES APPLY FOR ALL COURSES IN SAM.

If your assignment is submitted after the due date, a penalty of 3% per day (including Saturday, Sunday and public holidays) will be imposed for up to 2 weeks. For example, if you are given a mark of 72 out of 100 for an essay, and your essay were handed in two days late, it would attract a penalty of 6% and the mark would be reduced to 66%. If the same essay were handed in seven days late (i.e. a penalty of 21%) it would receive a mark of 51%. If your assignment is not submitted within 2 weeks of its due date, it will receive a mark of 0. For more information on submission of late work, consult the FASS assessment protocols at <https://sam.arts.unsw.edu.au/students/resources/policies-guidelines/>.

Extension Procedure

- A student seeking an extension should apply through the Faculty's online extension tool available in LMS before the due time/date for the assessment task.
- The Course Authority should respond to the request within two working days.

- The Course Authority can only approve an extension of up to five days. A student requesting an extension of more than five days should complete an application for Special Consideration.
- The Course Authority advises their decision through the online extension tool.
- If a student is granted an extension, failure to comply will result in a penalty. The penalty will be invoked one minute past the approved extension time.
- A student who missed an assessed activity held within class contact hours should apply for Special Consideration via myUNSW.
- This procedure does not apply to assessment tasks that take place during regular class hours or any task specifically identified by the Course Authority as not subject to extension requests.
- For more information, see the FASS extension protocols on the SAM policies and guidelines webpage: <https://sam.arts.unsw.edu.au/students/resources/policies-guidelines/>

Special Consideration

In the case of more serious or ongoing illness or misadventure, you will need to apply for Special Consideration. For information on Special Consideration please go to this URL:

<https://my.unsw.edu.au/student/atoz/SpecialConsideration.html>

Students who are prevented from attending a substantial amount of the course may be advised to apply to withdraw without penalty. This will only be approved in the most extreme and properly documented cases.

11. Academic honesty and plagiarism

Plagiarism is using the words or ideas of others and presenting them as your own. It can take many forms, from deliberate cheating to accidentally copying from a source without acknowledgement.

UNSW groups plagiarism into the following categories:

- **Copying:** using the same or very similar words to the original text or idea without acknowledging the source or using quotation marks. This also applies to images, art and design projects, as well as presentations where someone presents another's ideas or words without credit.
- **Inappropriate paraphrasing:** changing a few words and phrases while mostly retaining the original structure and information without acknowledgement. This also applies in presentations where someone paraphrases another's ideas or words without credit. It also applies to piecing together quotes and paraphrases into a new whole, without referencing and a student's own analysis to bring the material together.
- **Collusion:** working with others but passing off the work as a person's individual work. Collusion also includes providing your work to another student before the due date, or for the purpose of them plagiarising at any time, paying another person to perform an academic task, stealing or acquiring another person's academic work and copying it, offering to complete another person's work or seeking payment for completing academic work.

- **Duplication:** submitting your own work, in whole or in part, where it has previously been prepared or submitted for another assessment or course at UNSW or another university.

Details of what plagiarism is can be found on the Learning Centre's Website [Plagiarism & Academic Integrity website \(http://www.lc.unsw.edu.au/plagiarism\)](http://www.lc.unsw.edu.au/plagiarism), in the myUNSW student A-Z: Guide <https://my.unsw.edu.au/student/atoz/Plagiarism.html> and in Appendix A of the [Student Misconduct Procedure \(pdf- https://www.gs.unsw.edu.au/policy/documents/studentmisconductprocedures.pdf\)](https://www.gs.unsw.edu.au/policy/documents/studentmisconductprocedures.pdf).

The Learning Centre also provides substantial education written materials, workshops, and tutorials to aid students, for example:

- Correct referencing practices;
- Paraphrasing, summarising, essay writing and time management
- Appropriate use of and attribution for a range of materials including text, images, formulae and concepts.

Individual assistance is available on request from The Learning Centre.

Students are also reminded that careful time management is an important part of study and one of the identified causes of plagiarism is poor time management. Students should allow sufficient time for research, drafting and proper referencing of sources in preparing all assessment items.

It is also recommended that you include a statement about Turnitin. Eg UNSW makes use of the similarity detection tool Turnitin. For this course you are required to submit an electronic version of your written assignments so they may be reviewed using this procedure.

12. Course schedule

The following table is a summary of the topics that we will cover in the lectures on Thursdays, 12-2pm, Science Theatre.

Lecture overview

Date (beginning)	Lecture	Tutorials
Wk 1, 28 th July	Introducing mobile cultures: how do we study culture, communication and mobile media?	Organising presentation weeks
Wk 2, 4 th August	History of mobile communication and the rise of networked individualism	Brainstorming for presentations
Wk 3, 11 August	The cultural significance of the iPhone	Tutorial presentations + discussion
Wk 4, 18 th August	Mobile social media	
Wk 5, 25 th August	Tools for analysing mobile culture	
Wk 6, 1 st September	Has mobile media changed communication?	
Wk 7, 8 th September	Mobile eyewitness and citizen journalism	
Wk 8, 15 th September	Location-aware mobile media and photo-sharing part 1	
Wk 9, 22 nd September	Location-aware mobile media and photo-sharing part 2	

Break, 29 th Sept. – 6 th Oct.	NB: Public holiday: Labour day Monday October 6	
Wk 10, 7 th October	Apps as semiotic technologies, and exam review	Tutorial presentations + discussion
Wk 11, 13 th October	Exam	
Wk 12, 20 th October	Future of mobile cultures and course review	
Wk 13, 27 th October	No Lecture	No tutorials

Week-by-week schedule

(Please refer to the table above for dates)

Wk 1 - Introducing mobile cultures: how do we study culture, communication and mobile media?

This lecture will introduce you to the main themes and methodologies involved in studying the cultural and communicative practices associated with mobile media.

Reading

1. Jensen, K. B. (2013). What's mobile in mobile communication?. *Mobile Media & Communication*, 1(1), 26-31.
2. 'The new social operating system of networked individualism' [Chapter 1, p. 3-20 of textbook] - Rainie, H., Rainie, L., & Wellman, B. (2012). *Networked: The new social operating system*. Cambridge: MIT Press.

Wk 2 - History of mobile communication and the rise of networked Individualism

Networked individualism is a concept explored in the textbook for this course to investigate the changes in sociality that have come about with Internet and mobile technologies. This lecture will explore this cultural shift.

Reading

1. Lach e, H., Wakeford, N., & Pearson, I. (2003). A social history of the mobile telephone with a view of its future. *BT Technology Journal*, 21(3), 203-211.
2. 'The mobile revolution' [Chapter 8, p. 81 -108 of textbook] - Rainie, H., Rainie, L., & Wellman, B. (2012). *Networked: The new social operating system*. Cambridge: MIT Press.

Wk 3 - The cultural significance of the iphone

In this lecture we will explore the cultural history of mobile communication, focusing on the paradigm shift that occurred with the introduction of the iPhone.

Reading

1. Goggin, G. (2009). Adapting the mobile phone: The iPhone and its consumption. *Continuum: Journal of Media & Cultural Studies*, 23(2), 231-244.
2. 'The internet revolution' [Chapter 3, p. 59 - 80 of textbook] - Rainie, H., Rainie, L., & Wellman, B. (2012). *Networked: The new social operating system*. Cambridge: MIT Press.

Wk 4 - Mobile social media

The advent of social media plays an important role in how people engage with mobile media. This lecture explores the kinds of communicative practices we see in mobile social media use.

Reading

1. Honey, C., & Herring, S. C. (2009, January). Beyond microblogging: Conversation and collaboration via Twitter. In *System Sciences, 2009. HICSS'09. 42nd Hawaii International Conference on* (pp. 1-10). IEEE. Available at <http://ella.slis.indiana.edu/~herring/honeycutt.herring.2009.pdf>
2. 'The social network revolution' [Chapter 2, p. 21- 58 of textbook] - Rainie, H., Rainie, L., & Wellman, B. (2012). *Networked: The new social operating system*. Cambridge: MIT Press.

Wk 5 - Tools for analyzing mobile culture

This lecture addresses the practical question of how we analyse mobile cultures and will introduce discourse analysis techniques that can be used to understand mobile communication. We will focus on discourse of emotion and opinion in 'bullying' and 'trolling'.

Reading

1. Marwick, A., & Boyd, D. (2011). The drama! Teen conflict, gossip, and bullying in networked publics. In *Teen Conflict, Gossip, and Bullying in Networked Publics A Decade in Internet Time: Symposium on the Dynamics of the Internet and Society* (September 12, 2011). Available at SSRN: <http://ssrn.com/abstract=1926349>
2. 'Networked Relationships' [Chapter 5, p.117-146 of textbook] - Rainie, H., Rainie, L., & Wellman, B. (2012). *Networked: The new social operating system*. Cambridge: MIT Press.

Wk 6 - Has mobile media changed communication?

Some studies argue that mobile media have changed how we use language to communicate. This lecture investigates the changes in communicative practices seen in texting and tweeting.

Reading

1. Crystal, D. (2008). Texting. *ELT journal*, 62(1), 77-83.
2. Baron, N. S. (2013). Do mobile technologies reshape speaking, writing, or reading?. *Mobile Media & Communication*, 1(1), 134-140.

Wk 7 - Mobile eyewitness and citizen journalism

Citizen journalism refers to real-time publishing of eye-witness accounts via social technologies. This lecture considers the kinds of accounts produced with mobile media and their relationship to contemporary journalistic practices.

Reading

1. Goode, L. (2009). Social news, citizen journalism and democracy. *New Media & Society*, 11(8), 1287-1305.

2. 'Networked information' [Chapter 9, p.223-244 of textbook] - Rainie, H., Rainie, L., & Wellman, B. (2012). *Networked: The new social operating system*. Cambridge: MIT Press.

Wk 8 - Location-aware mobile media and photo-sharing

Most mobile services incorporate some form of location awareness. This lecture explores this kind of functionality in terms of photo-sharing services such as Instagram, investigating their cultural significance.

Reading

1. Gye, L. (2007). Picture this: The impact of mobile camera phones on personal photographic practices. *Continuum: Journal of Media & Cultural Studies*, 21(2), 279-288.
2. Schwartz, R., & Halegoua, G. R. (2014). The spatial self: Location-based identity performance on social media. *New Media & Society*, Published online before print April 9, 2014.

Wk 9 – Instagram and photo-sharing part 2

This week continues our exploration of photo-sharing in relation to Instagram.

Reading

1. Alper, M. (2013). War on Instagram: Framing conflict photojournalism with mobile photography apps. *New Media & Society*, Published online before print, September 18, 2013
2. Networked creators' [Chapter 8, p.197-22 of textbook] - Rainie, H., Rainie, L., & Wellman, B. (2012). *Networked: The new social operating system*. Cambridge: MIT Press.

Wk 10 – Guest lecture - Apps as semiotic technologies, and exam review

This week we will consider mobile apps from a social semiotic perspective, focusing on children's use of iPad apps in relation to multimodality and literacy.

Reading

TBA

Wk 11, 14th October - Exam

This week we will run the exam for this course which forms 25% of your final grade. For details see the Assessment section.

Wk 12, 21st October - Future of mobile cultures and course review

This lecture will review the material we have covered in this course as well as considering the future of research into mobile cultures.

Reading

1. Humphreys, L. (2013). Mobile social media: Future challenges and opportunities. *Mobile Media & Communication*, 1(1), 20-25.
2. 'The future of Networked Individualism' [Chapter 8, p.275-302 of textbook] - Rainie, H., Rainie, L., & Wellman, B. (2012). *Networked: The new social operating system*. Cambridge: MIT Press.

13. Expected Resources for students

The course textbook, available in the UNSW bookshop, is:

Rainie, H., Rainie, L., & Wellman, B. (2012). *Networked: The new social operating system*. Cambridge: MIT Press.

Suggested reading:

Zappavigna, M. (2012). *Discourse of Twitter and Social Media*. London: Continuum.

All other required readings are available via the course Moodle and are listed in the previous section detailing the course schedule.

The UNSW library website is also a useful place to find additional resources (e.g. you should search the available journals to find scholarly work relevant to this course):

<http://info.library.unsw.edu.au/web/services/services.html>

14. Course evaluation and development

This is a new course that is the result of a Media Program Review and Faculty Restructure. This course will undergo continual development, via feedback process such as CATEI and collegial review. We therefore take your feedback very seriously.

You will find a folder on the door of my office (Robert Webster 311R) where you can leave anonymous feedback at any time. I will also provide opportunities in the tutorials during semester for you to discuss your experiences of the course.