



UNSW
A U S T R A L I A

School of the Arts and Media

Faculty of Arts and Social Sciences

MDIA3005

Social Innovation and Engagement

Session 2, 2016

Course Outline

Staff Contact Details

Position	Name	Email	Availability	Location	Phone
Convener	Roumen Dimitrov	r.dimitrov@unsw.edu.au	Thursday 15:30 - 17:30	Webster 122	93858535
Tutor	Victor Cabello	v.cabello@unsw.edu.au	null	Pls contact by email	Pls contact by email
Tutor	Valentina Bau	v.bau@unsw.edu.au	per email	Webster 311D	9385 8974
Tutor	Miriam Cabello	miriam@mlcgallery.com		Pls contact by email	Pls contact by email

Contact Information

Room 312, level 3 Robert Webster Building

Phone: (02) 9385 4856

Email: sam@unsw.edu.au

Website: <https://sam.arts.unsw.edu.au>

Attendance Requirements

A student is expected to attend all class contact hours for a face-to-face (F2F) or blended course and complete all activities for a blended or fully online course.

A student who arrives more than 15 minutes late may be penalised for non-attendance. If such a penalty is imposed, the student must be informed verbally at the end of class and advised in writing within 24 hours.

If a student experiences illness, misadventure or other occurrence that makes absence from a class/activity unavoidable, or expects to be absent from a forthcoming class/activity, they should seek permission from the Course Authority, and where applicable, their request 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 or activities for up to one month. However, they may assign additional and/or alternative tasks to ensure compliance. A Course Authority considering the granting of absence must be satisfied a student will still be able to meet the course's learning outcomes and/or volume of learning. A student seeking approval to be absent for more than one month must apply in writing to the Dean and provide all original or certified supporting documentation.

For more information about the SAM attendance protocols, see the SAM policies and guidelines webpage: <https://sam.arts.unsw.edu.au/students/resources/policies-guidelines/>

Essential Information

All SAM students must make a serious attempt at all assessments in order to pass the course.

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/>

Course Details

Credit Points 6

Summary of the Course

The course focuses on the role of social media in the development of interactive engagement processes to address social problems. You will explore multiple communicative processes for engaging with diverse publics across multiple platforms. The course will emphasise how engagement processes may be deployed to develop socially and environmentally innovative solutions to problems. You will undertake an independent media-oriented investigation of social innovation and/or community engagement.

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

1. Explain the concepts of social innovation and engagement
2. Design and implement social media campaigns with a good grasp of strategy and analytics
3. Assess and appreciate the personal, professional and civic responsibility in social media networking

Teaching Strategies

Rationale:

This course is designed to facilitate problem and practice based learning to ensure active participation.

Case studies will be used to provide collaborative and online learning opportunities in a large class. A problem based learning approach will also inform the design and implementation of engagement strategies and tactics especially various social media tools. Lecture format teaching will enable you to engage with key topics, concepts and processes and explore the prescribed readings. You will engage in conversation with and action publics on behalf of a social innovation cause by selecting and combining various social media platforms.

Teaching Strategies:

This course uses face-to-face teaching with a one-and-a-half hour lecture and a one-and-a-half hour tutorial to allow for collaborative work. The tutorials are designed for both individual and collaborative teamwork, including for exchange of ideas and voluntary help within and between classes. For each tutorial, you will receive a detailed online weekly guideline. About half of each lecture will be used for tutorial instruction too. You will develop individual and group-wikis. You will be also using blogs, Facebook, Twitter, YouTube and other social media for your campaigns.

Assessment

Submission of assessment tasks:

In Moodle (MDIA3005 page under Assignments) you will find detailed instructions about the assignment formats.

Please use the Course & Assignments Forum on Moodle to discuss outstanding questions. 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.

MDIA3005 follows the Harvard in-text system of referencing. Format of the assignment in Word is: font type New Times Roman, font size 12 pt and spacing between the lines 1.5.

Submission of research brief and reflection paper is through Turnitin.

Guidelines on how to reference according to this system can be found at: <http://www.lc.unsw.edu.au/onlib/pdf/harvard.pdf>.

Assessment Tasks

Assessment task	Weight	Length	Due Date	Submission
Research Brief	20%	1,500 Words	26 August 2016, 11pm	One document in Word or PDF format
Multiple Choice Test	30%	Sixty questions for 60 minutes	Sited in class in Week 11	Please bring along pencils, a sharpener and an eraser
Campaign Portfolio and Reflection Paper	50%	2,500 Words Reflection Paper plus Portfolio or Screen Shots: it must be one single Word or PDF document	Paper and Portfolio in Week 13, 28 October 2016, 11pm; Pecha Kucha presentations in class Weeks 12 & 13	Please email Pecha Kucha to your tutor one day before your presentation

Assessment Details

Assessment 1: Research Brief

Details: 1500 words. Students will receive written feedback for the written assignment on Turnitin.

Turnitin setting: This assignment is submitted through Turnitin, students do not see Turnitin similarity reports

Learning outcomes:

- Explain the concepts of social innovation and engagement
- Design and implement social media campaigns with a good grasp of strategy and analytics
- Assess and appreciate the personal, professional and civic responsibility in social media networking

Assessment 2: Multiple Choice Test

Details: The format is 60 questions to answer within 60 minutes. Electronically processed. Marks and grades are available on Moodle.

Turnitin setting: This is not a Turnitin assignment

Learning outcomes:

- Explain the concepts of social innovation and engagement
- Assess and appreciate the personal, professional and civic responsibility in social media networking

Assessment 3: Campaign Portfolio and Reflection Paper

Details: 2500 words plus portfolio and in-class Pecha Kucha Presentations. This is the final assessment task. Students will receive oral feedback after their presentation and written feedback for their written essay on Turnitin.

Turnitin setting: This assignment is submitted through Turnitin, students do not see Turnitin similarity reports

Learning outcomes:

- Explain the concepts of social innovation and engagement
- Design and implement social media campaigns with a good grasp of strategy and analytics
- Assess and appreciate the personal, professional and civic responsibility in social media networking

Submission of Assessment Tasks

Students are expected to put their names and student numbers on every page of their assignments.

Turnitin Submission

If you encounter a problem when attempting to submit your assignment through Turnitin, please telephone External Support on 9385 3331 or email them on externalteltsupport@unsw.edu.au. Support hours are 8:00am – 10:00pm on weekdays and 9:00am – 5:00pm on weekends (365 days a year). If you are unable to submit your assignment due to a fault with Turnitin you may apply for an extension, but you must retain your ticket number from External Support (along with any other relevant documents) to include as evidence to support your extension application. If you email External Support you will automatically receive a ticket number, but if you telephone you will need to specifically ask for one. Turnitin also provides updates on their system status on Twitter.

Generally in SAM there will no longer be any hard-copy submission; assessments must be submitted electronically via either Turnitin or a Moodle assignment. In instances where this is not possible it will be stated on your course's moodle site with alternative submission details.

Late Assessment Penalties

An assessed task is deemed late if it is submitted after the specified time and date as set out in the course Learning Management System (LMS).

The late penalty is the loss of 5% of the total possible marks for the task for each day or part thereof the work is late. Lateness will include weekends and public holidays. This does not apply to a task that is assessed but no mark is awarded.

Work submitted fourteen days after the due date will be marked and feedback provided but no mark will be recorded. If the work would have received a pass mark but for the lateness and the work is a compulsory course component a student will be deemed to have met that requirement. This does not apply to a task that is assessed but no mark is awarded.

Work submitted twenty-one days after the due date will not be accepted for marking or feedback and will receive no mark or grade. If the assessment task is a compulsory component of the course a student will automatically fail the course.

Special Consideration Applications

You can apply for special consideration when illness or other circumstances interfere with your assessment performance.

Sickness, misadventure or other circumstances beyond your control may:

- * Prevent you from completing a course requirement,
- * Keep you from attending an assessable activity,
- * Stop you submitting assessable work for a course,
- * Significantly affect your performance in assessable work, be it a formal end-of-semester examination, a class test, a laboratory test, a seminar presentation or any other form of assessment.

For further details in relation to Special Consideration including 'When to Apply', 'How to Apply' and 'Supporting Documentation' please refer to the Special Consideration website: <https://student.unsw.edu.au/special-consideration>

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.

Inappropriate citation: Citing sources which have not been read, without acknowledging the "secondary" source from which knowledge of them has been obtained.

Duplication ("self-plagiarism"): 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.

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.

Course Schedule

Timetable

Date	Type	Content
Week 1: 25 - 29 July	Lecture:	Introduction: SI & Engagement. Steps of Social Innovation. Discussion of Assessments.
Week 2: 1 - 5 August	Lecture	Social Media, Listening and Engagement.
	Tutorial	Researching Social Innovation.
	Readings	Mulgan, J 2006, The process of social innovation; Patti, C 2003, Learning and growing from cases (pp. xi-xvi)
Week 3: 8 - 12 August	Lecture	Research Brief & Format of A1.
	Tutorial	Listening as Social Media Research.
	Readings	Kanter, B 2010 Listening, engaging and building relationships; Krebs & Holley, 2013 Building networks through network weavings.
Week 4: 15 - 19 August	Lecture	Social Media Analysis Basics (including Drafting a Message).
	Tutorial	Drafting a Social Media Strategy.
	Readings	Kanter, B 2010 Learning Loops (in Kanter The Networked Nonprofits); Wilcox & Cameron 2012 Program planning.
Week 5: 22 - 26 August	Lecture	Media Manipulation: Learning from the Negative & Format of A2
	Tutorial	Hub, hot topic and keyword analysis.
	Readings	Heath, C & Heath D 2007, Made to stick; Bonk et al. 2008, Strategic communication for nonprofit
	Deadline for A1	via Turnitin, Friday, 26 August 2016.
Week 6: 29 August - 2 September	Lecture	Social Media Campaign & Format of 2A.
	Tutorial	Open session: Forming Campaigns.
	Readings	Holiday, 2012, Trust me, I'm lying: confessions of a media manipulator, Book one, Chapter I: Blogs make the news and Chapter II: How to turn nothing into something in three easy steps.
Week 7: 5 - 9 September	Lecture	The Art of Blogging.
	Tutorial	Actionable Listening.
	Readings	Kanter, 2013, Actionable listening; Hannah 2014, Keys to establish a social media presence.
Week 8: 12 - 16 September	Lecture	Content creation
	Tutorial	Writing content.
	Readings	Cioti, Types of content; Hemley, Ways to create content.
	Additional Resource	Kanter 2013 Best free sources for images.
Week 9: 19 - 23 September	Lecture	Storytelling.
	Tutorial	Facebook analytics.
	Readings	Siu, 2013, How to ensure your future blog posts are popular; Patel, 2013, Twitter tactics.
	Additional Resource	Rosales, 2014, Facebook Insights.
Week 10: 4 - 7 October	Lecture	Monitoring, metrics and measurement.
	Tutorial	WordPress analytics.
	Readings	Kanter & Paine, 2012, Measuring in the networked nonprofit, Ch. 6 The ladder of engagement (pp. 77-97).
Week 11: 10 - 14 October	Multiple Choice Test (A2)	Sitting in class.
Week 12: 17 - 21 October	Pecha Kucha Presentations (A3)	In class.
Week 13: 24 - 28 October	Pecha Kucha Presentations (A3)	In class.
	Deadline for Written A3 (Portfolio & Paper)	via Turnitin, Friday, 28 October 2016.

Resources

Prescribed Resources

Textbook:

Mathos, M & Norman, C 2012, 101 Social Media Tactics For Nonprofits: A Field Guide, John Wiley & Sons, Hoboken, NJ

Beth Kanter Social Media Wikispaces
<http://socialmedia-strategy.wikispaces.com/>

Kanter 2013 Best free sources for images
<http://www.bethkanter.org/image-sources/>

Kanter, 2013 Actionable Listening (with Twitter)
<http://www.bethkanter.org/action-listening/>

Rosales, 2014, A simple guide to Facebook Insights
<http://blog.tabfoundry.com/new-facebook-insight>

Recommended Resources

Centre for Social Impact, UNSW
<http://www.csi.edu.au>

Center for Social Innovation, Stanford Graduate School of Business
<http://www.gsb.stanford.edu/faculty-research/centers-initiatives/csi>

Getting Attention!
<http://gettingattention.org/>

The Agitator
<http://www.theagitator.net/>

Kivi's Nonprofit Communication Blog
<http://www.nonprofitmarketingguide.com/blog/>

Nonprofit Technology Network
<http://www.nten.org/>

Katya's Nonprofit Marketing Blog
<http://www.nonprofitmarketingblog.com/>

Message Communications
<http://messagecom.wordpress.com/>

The Communications Network
<http://www.comnetwork.org/>

The Virtual Activist: A Training Guide
<http://www.netaction.org/training/v-training.html#part2a>

Problem-based Learning, University of Delaware:
<http://www.udel.edu/pbl/>

Problem-based Learning Faculty Institute, University of
European Case Clearing House:
<http://www.ecch.cranfield.ac.uk>

Harvard Business Online:

<http://havardbusinessonline.hbsp.harvard.edu>

Melbourne Business School Case Study Services

<http://www.mbs.unimelb.edu.au>

Course Evaluation and Development

Student evaluation will be actively sought and responded to whenever possible. Formal university evaluation ('CATEI' Surveys) will be undertaken, as well as informal evaluation with the special method of "blank sheets". This will be explained in class. Feedback from students is welcome, in person and by email. This feedback will be used to revise the course for the following year.