Faculty of Arts and Social Sciences

School of the Arts and Media

MDIA5003
Online and Mobile Media

Session 1, 2016
UNSW Course Outline

Staff Contact Details

<table>
<thead>
<tr>
<th>Position</th>
<th>Name</th>
<th>Email</th>
<th>Availability</th>
<th>Location</th>
<th>Phone</th>
</tr>
</thead>
<tbody>
<tr>
<td>Course Authority</td>
<td>Dr Thomas Apperley</td>
<td><a href="mailto:t.apperley@unsw.edu.au">t.apperley@unsw.edu.au</a></td>
<td>Email for appointment</td>
<td>Robert Webster 231Q</td>
<td>X59814</td>
</tr>
<tr>
<td>Tutor</td>
<td>Ms Fiona Andreallo</td>
<td><a href="mailto:fiona.andreallo@gmail.com">fiona.andreallo@gmail.com</a></td>
<td>After class</td>
<td>n/a</td>
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Location of the Course

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<tr>
<td>Lecture</td>
<td>ChemSC M18</td>
<td>Monday 6-7pm</td>
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<td>On the 29/02, 14/03, 09/05 and 23/05 only</td>
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<td>Tutorial M19A</td>
<td>Webster 256</td>
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<td>Tutorial M20A</td>
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<td>Tutorial T10A</td>
<td>RedC 1040</td>
<td>Tuesday 10-11am</td>
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<tr>
<td>Tutorial T11A</td>
<td>RedC 1040</td>
<td>Tuesday 11am-12pm</td>
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School of the Arts and Media Contact Information

Room 312, level 3 Robert Webster

Building Phone: 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.

• Timetable clash - If a student is unable to attend all classes for a course due to timetable clashes, the student must complete the UNSW Arts & Social Sciences Permissible Timetable Clash Application form: https://www.arts.unsw.edu.au/ttclash/index.php

• Where practical, a student’s attendance will be recorded. The procedure for recording attendance will be set out on the course Learning Management System (Moodle).
• A student who attends less than 80% of the classes/activities and has not submitted appropriate supporting documentation to the Course Authority to explain their absence may be awarded a final grade of UF (Unsatisfactory Fail).

• 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 rather than be awarded a final grade of UF. The final decision as to whether a student can be withdrawn without failure is made by Student Administration and Records.

• 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/

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### Essential Information For 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/

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### Course details

**Credit Points:** 6

**Summary of the Course:**

This course focuses on how new technologies, genres and audiences are affecting the media landscape. Students will engage critically with new media theory. They will also learn about the practical possibilities of new media, the role of websites and social software for communication professionals and the editorial issues associated with online media production. Topics include the evolution of media technologies; the impact of online sites and web logs on the role and status of mainstream journalism; the changing nature
of audiences in an online and mobile media era; ways that communication professionals can use websites and social software; citizen journalism; copyright; and open source production.

**Student learning outcomes:**

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

1. Demonstrate knowledgability about the evolution of online and mobile media and how it differs from, and impacts on, traditional journalism
2. Assess the difference between professional news journalism, blogging, opinion and comment
3. Critically assess various forms of online communication, and identify and employ the mediums best suited to any given story
4. Consider various business models used in online and mobile media
5. Assess the kinds of audiences who use and access online media
6. Develop strategies for creating online and mobile media content
7. Develop and maintain a blog

**Teaching Strategies & Rationale**

The course will be taught face-to-face in a seminar environment to encourage cross-pollination of ideas and knowledge. Through both in-class and out-of-class activities, students will be encouraged to consider the links between communication theory and online and mobile media practice. Students will be expected to experiment with various online and mobile media outside of class in preparation for their assignments. We recognize that many students will be digital natives and have a well-developed understanding of the online and mobile world. However, whether a student is digitally savvy or currently makes limited use of the online and mobile media culture, we look forward to each of their own unique contributions to this course.

**Assessment**

**Assessment Items to Learning Outcomes**

**Annotated bibliography**
Demonstrate knowledgability about the evolution of online and mobile media and how it differs from, and impacts on, traditional journalism
Critically assess various forms of online communication, and identify and employ the mediums best suited to any given story
Assess the kinds of audiences who use and access online media
Develop strategies for creating online and mobile media content

**Essay**
Critically assess various forms of online communication, and identify and employ the mediums best suited to any given story
Assess the kinds of audiences who use and access online media
Develop strategies for creating online and mobile media content

**Blog portfolio**
Demonstrate knowledgability about the evolution of online and mobile media and how it differs from, and impacts on, traditional journalism
Assess the difference between professional news journalism, blogging, opinion and comment
Consider various business models used in online and mobile media
Develop and maintain a blog
### Assessment & Weighting

<table>
<thead>
<tr>
<th>Assessment &amp; Weighting</th>
<th>Length</th>
<th>Due date</th>
<th>Feedback</th>
</tr>
</thead>
<tbody>
<tr>
<td>Annotated bibliography (20%)</td>
<td>700-800 words</td>
<td>24th March, 11:59pm</td>
<td>Via Moodle</td>
</tr>
<tr>
<td>Essay (35%)</td>
<td>2000 words</td>
<td>13th May, 11:59pm</td>
<td>Via Moodle</td>
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<tr>
<td>Blog portfolio (45%)</td>
<td>10 X 150-250 word posts, plus the URL of your WordPress blog</td>
<td>3rd June, 11:59pm</td>
<td>Via Moodle</td>
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</table>

In order to pass this course, you must make a serious attempt at ALL assessment tasks. This is a SAM requirement.

#### Submission of Assessment Tasks

Students are expected to put their names and student numbers on every page of their assignments. 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 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 SAM assessment protocols at [https://sam.arts.unsw.edu.au/students/resources/policies-guidelines/](https://sam.arts.unsw.edu.au/students/resources/policies-guidelines/)

#### Extension Procedure

- A student seeking an extension should submit a SAM extension application form (found in [SAM Site])

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*MDIA5003 Session 1, 2016 CRICOS Provider Code: 00098G*
Forms on SAM website) to the Course Authority before the due date.

• The Course Authority should respond to the request within two working days of the request.
• 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.
• 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.
• 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.
• A student who misses an assessed activity held within class contact hours should apply for Special Consideration via myUNSW.
• For more information, see the SAM 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://student.unsw.edu.au/special-consideration

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.

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.


It is not permissible to buy essay/writing services from third parties as the use of such services constitutes plagiarism because it involves using the words or ideas of others and passing them off as your own. Further, it is not permissible to sell copies of lecture or tutorial notes as you do not own the rights to this intellectual property.

If you breach the Student Code with respect to academic integrity the University may take disciplinary action under the Student Misconduct Procedure (see above).

The Learning Centre also provides substantial educational 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.

Course schedule

<table>
<thead>
<tr>
<th>WEEK</th>
<th>ACTIVITY</th>
<th>Date</th>
<th>Topic</th>
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<tbody>
<tr>
<td>One</td>
<td>Lecture in ChemSc M18</td>
<td>29th February, 6-7pm</td>
<td>Introduction to MDIA5003</td>
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<td></td>
<td>Tutorial</td>
<td>29th February or 1st March</td>
<td>Journalism in the Digital Age</td>
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<tr>
<td>Two</td>
<td>Online Lecture</td>
<td>Released 26th February</td>
<td>What is social media?</td>
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<tr>
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<td>Tutorial</td>
<td>7th or 8th March</td>
<td>Introduction to Wordpress</td>
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<tr>
<td>Three</td>
<td>Online Lecture</td>
<td>Released 26th February</td>
<td>News and Journalism in the social media environment</td>
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<td>Tutorial</td>
<td>14th or 15th March</td>
<td>Workshop blogpost one</td>
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<td>Optional Workshop in</td>
<td>14th March, 6-7pm</td>
<td>Conducting Research on Journalism</td>
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<td>Four</td>
<td>Online Lecture</td>
<td>Released 26th February</td>
<td>Technology Journalism</td>
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<td>Tutorial</td>
<td>21st or 22nd March</td>
<td>Workshop blogpost two</td>
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Mid- Semester Break (25th March to 3rd April): No classes
Week 5 is the Postgraduate Reading Week: No classes

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<thead>
<tr>
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<th>Online Lecture</th>
<th>Released 11th March</th>
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<td>Tutorial</td>
<td>11th or 12th April</td>
<td>Workshop blogpost three</td>
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<th>Released 11th March</th>
<th>History of the Internet</th>
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<tr>
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<td>18th or 19th April</td>
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<tr>
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<th>Released 11th March</th>
<th>Media and News Platforms</th>
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<td>Tutorial</td>
<td>26th April*</td>
<td>Workshop blogpost five</td>
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<td>2nd or 3rd of May</td>
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<th>Released 25th March</th>
<th>Network Effects</th>
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<td>Tutorial</td>
<td>9th or 10th May</td>
<td>Workshop blogpost seven</td>
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<td>Optional Workshop in ChemSc M18</td>
<td>9th May, 6-7pm</td>
<td>Writing and presenting a critical essay</td>
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<td>16th or 17th May</td>
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<th>Released 25th March</th>
<th>Data Visualization</th>
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<td>Tutorial</td>
<td>23rd or 24th May</td>
<td>Workshop blogpost nine</td>
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<td>Optional Workshop in ChemSc M18</td>
<td>23rd May, 6-7pm</td>
<td>Finalizing your blogposts</td>
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<td>Tutorial</td>
<td>30th or 31st of May</td>
<td>Workshop blogpost ten</td>
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### Resources

The readings are all available online (they may require that you login to the UNSW Library to access) so there will be no course package. The links to each reading will be located on Moodle under the week to which they are assigned.
Week One: Introduction

Week Two: What is social media?

Week Three: News and journalism in the social media environment
**RECOMMENDED:** Meikle, G (2009), 'News 2.0?' in *Interpreting News*, New York: Palgrave Macmillan, pp. 170-195 (R)
Access online: [http://www.digitalnewsreport.org/survey/2013/paying-for-news/](http://www.digitalnewsreport.org/survey/2013/paying-for-news/)

Week Four: Technology Journalism
**RECOMMENDED:** Nordfors, D. (2004). Why we need innovation journalism and where it may have a market. First Conference on Innovation Journalism, 204.

Week Six: Funding Journalism
**COMPULSORY:** Krumsvik, A. H. (2012). Why Old media will be funding journalism in the future. *Journalism Studies* 13(5-6), 729-741.

Week Seven: History of the Internet

Week Eight: Media and News Platforms

Week Nine: Digital Audiences


Week Ten: Network Effects

Week Eleven: Data Journalism

**Week Twelve: Data Visualization**


**Recommended Resources**


Download from:


**Course evaluation and development**

Students will be encouraged to fill out online CATEI forms at the end of the course so that improvements may be made.