



UNSW
A U S T R A L I A

**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

Position	Name	Email	Availability	Location	Phone
Course Authority	Dr Thomas Apperley	t.apperley@unsw.edu.au	Email for appointment	Robert Webster 231Q	X59814
Tutor	Ms Fiona Andreallo	fiona.andreallo@gmail.com	After class		n/a

Location of the Course

Lecture	ChemSC M18	Monday 6-7pm On the 29/02, 14/03, 09/05 and 23/05 only
Tutorial M19A	Webster 256	Monday 7-8pm No tutorial 25/04
Tutorial M20A	Webster 256	Monday 8-9pm No tutorial 25/04
Tutorial T10A	RedC 1040	Tuesday 10-11am
Tutorial T11A	RedC 1040	Tuesday 11am-12pm

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 The final decision as to whether a student can be withdrawn without failure is made by Student Administration and Records.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/>

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/>

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 knowledgeability 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 knowledgeability 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 knowledgeability 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	Length	Due date	Feedback
Annotated bibliography (20%)	700-800 words	24 th March, 11:59pm	Via Moodle
Essay (35%)	2000 words	13 th May, 11:59pm	Via Moodle
Blog portfolio (45%)	10 X 150-250 word posts, plus the URL of your WordPress blog	3 rd June, 11:59pm	Via Moodle

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/>

Extension Procedure

- A student seeking an extension should submit a SAM extension application form (found in

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.

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

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

WEEK	ACTIVITY	Date	Topic
One	Lecture in ChemSc M18	29 th February, 6-7pm	Introduction to MDIA5003
	Tutorial	29 th February or 1 st March	Journalism in the Digital Age
Two	Online Lecture	Released 26 th February	What is social media?
	Tutorial	7 th or 8 th March	Introduction to Wordpress
Three	Online Lecture	Released 26 th February	News and Journalism in the social media environment
	Tutorial	14 th or 15 th March	Workshop blogpost one
	Optional Workshop in	14 th March, 6-7pm	Conducting Research on Journalism

	ChemSc M18		Tom Apperley
Four	Online Lecture	Released 26 th February	Technology Journalism
	Tutorial	21 st or 22 nd March	Workshop blogpost two
Mid- Semester Break (25 th March to 3 rd April): No classes Week 5 is the Postgraduate Reading Week: No classes			
Six	Online Lecture	Released 11 th March	Funding Journalism
	Tutorial	11 th or 12 th April	Workshop blogpost three
Seven	Online Lecture	Released 11 th March	History of the Internet
	Tutorial	18 th or 19 th April	Workshop blogpost four
Eight	Online Lecture	Released 11 th March	Media and News Platforms
	Tutorial	26 th April* 25 th April Tutorials Cancelled	Workshop blogpost five
Nine	Online Lecture	Released 11 th March	Digital Audiences
	Tutorial	2 nd or 3 rd of May	Workshop blogpost six
Ten	Online Lecture	Released 25 th March	Network Effects
	Tutorial	9 th or 10 th May	Workshop blogpost seven
	Optional Workshop in ChemSc M18	9 th May, 6-7pm	Writing and presenting a critical essay
Eleven	Online Lecture	Released 25 th March	Data Journalism
	Tutorial	16 th or 17 th May	Workshop blogpost eight
Twelve	Online Lecture	Released 25 th March	Data Visualization
	Tutorial	23 rd or 24 th May	Workshop blogpost nine
	Optional Workshop in ChemSc M18	23 rd May, 6-7pm	Finalizing your blogposts
Thirteen	Online Lecture	Released 25 th March	Future Visions
	Tutorial	30 th or 31 st of May	Workshop blogpost ten

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

RECOMMENDED: Van Der Haak, B., Parks, M. & Castells, M. (2012). The future of journalism: Networked journalism. *International Journal of Communication* 6, 2923-2938.

Week Two: What is social media?

COMPULSORY: Dewling, M. (2010). Social Media: An Introduction.

<http://www.parl.gc.ca/content/lop/researchpublications/2010-03-e.pdf>

RECOMMENDED: boyd, d. & Ellison, N. (2007). Social network sites: Definition, history, and scholarship. *Journal of Computer-Mediated Communication* 13, 210-230.

Week Three: News and journalism in the social media environment

COMPULSORY: Schlesinger, P & Doyle, G. (2014). From organizational crisis to multi-platform salvation? Creative destruction and the recomposition of news media. *Journalism*. Online first.

COMPULSORY: Steenson, S. (2011). Online Journalism and the Promises of technology. *Journalism Studies* 12(3) 311-327.

RECOMMENDED: Meikle, G (2009), 'News 2.0?' in *Interpreting News*, New York: Palgrave Macmillan, pp. 170- 195 (R)

RECOMMENDED: Newman, N and Levy, D.L (eds) (201 'Paying for news' in *Reuters Institute Digital News Report 2013: Tracking the Future of News*, Reuters Institute for the Study of Journalism, University of Oxford.

Access online: <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.

RECOMMENDED: DeMasi, M. (2013). Entrepreneurial journalism: A new practice with historical norms. Thesis. State University of New York.

Week Seven: History of the Internet

COMPULSORY: <http://www.internetsociety.org/internet/what-internet/history-internet/brief-history-internet>

Week Eight: Media and News Platforms

COMPULSORY: Gillespie, T. (2010). The politics of 'platforms'. *New Media & Society* 12(3), 347-364.

Week Nine: Digital Audiences

COMPULSORY: Hermida, A. (2010). From TV to Twitter: How ambient news became ambient journalism. *M/C* 10(2). <http://journal.media-culture.org.au/index.php/mcjournal/article/viewArticle/220>

COMPULSORY: Webster, J. G. & Ksiazek, T. B. (2012). The dynamics of audience fragmentation: Public attention in an age of digital media. *Journal of communication* 62, 39-56.

RECOMMENDED: Jericho, G (2012) 'Never read the comments', in *The Rise of the Fifth Estate: social media and blogging in Australian politics* Carlton North: Scribe Publications (e-book access via UNSW Library)

RECOMMENDED: Wilson, J (2012) 'Same as it ever was', *Limited News*, (Access online) <http://limitednews.com.au/2012/09/same-as-it-ever-was/>

Week Ten: Network Effects

COMPULSORY: Abdul-Mageed, M. M. (2008). Online news sites and journalism 2.0: Reader comments on Al Jazeera Arabic. *tripleC* 6(2), 59-76.

Week Eleven: Data Journalism

COMPULSORY: Appelgren, E. & Nygren, G. (2014). Data Journalism in Sweden. *Digital Journalism* 2(3), 394-405.

Week Twelve: Data Visualization

COMPULSORY: Coddington, M. (2014). Clarifying journalism's quantitative turn. *Digital Journalism*. Online First.

RECOMMENDED: Segel, E. & Heer, J. (2010). Narrative visualization: Telling stories with data. *IEEE Transactions on visualization and computer graphics* 16(6), 1139-1148

Recommended Resources

Bruns, A. and Jacobs, J. (2006). *Uses of Blogs*. New York and Oxon: Peter Lang.

Hartley, J., Burgess, J. and Bruns, A. (eds.) (2013). *A Companion to New Media Dynamics*. London: Blackwell Publishing Ltd. (full e-book access via UNSW Library)

Newman, N and Levy, D.L (eds.) (2013). *Reuters Institute Digital News Report 2013: Tracking the Future of News*. Reuters Institute for the Study of Journalism, University of Oxford.

Download from:

https://reutersinstitute.politics.ox.ac.uk/fileadmin/documents/Publications/Working_Papers/Digital_News_Report_2013.pdf

Mandiberg, M. (ed.) (2012). *The Social Media Reader*. New York and London: New York University Press. <http://digital-rights.net/wp-content/uploads/books/Mandiberg-theSocialMediaReader-cc-by-sa-nc.pdf>

Rettberg, J. (2008). *Blogging*. Cambridge: Polity.

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.