

CMN208 Issues in Social Media

School: School of Business and Creative Industries

2024 Semester 2

UniSC Sunshine Coast
UniSC Moreton Bay

**BLENDED
LEARNING**

Most of your course is on campus but you may be able to do some components of this course online.

Online

ONLINE

You can do this course without coming onto campus.

Please go to usc.edu.au for up to date information on the teaching sessions and campuses where this course is usually offered.

1. What is this course about?

1.1. Description

This course will provide you with a comprehensive overview of the issues facing organisations, professionals and individual users of social media technologies. Using local and international case studies, you will develop a critical and analytical understanding of the moral, legal and ethical issues arising from contemporary social media use. In addition, you will gain valuable research and analytical skills to develop a critical understanding and articulation of social media issues.

1.2. How will this course be delivered?

ACTIVITY	HOURS	BEGINNING WEEK	FREQUENCY
BLENDED LEARNING			
Learning materials – Interactive online learning activities.	1hr	Week 1	12 times
Tutorial/Workshop 1 – Scheduled face to face workshops.	2hrs	Week 1	10 times
ONLINE			
Learning materials – Interactive online learning activities.	1hr	Week 1	12 times
Tutorial/Workshop 1 – Scheduled online workshops (Recorded).	2hrs	Week 1	10 times

1.3. Course Topics

- Power, Control and Regulation
- Legal and Ethical Issues
- Privacy and Surveillance
- Social Media Audiences
- Trolling and Extremism
- Activism
- Memes
- Crisis Communication and Social Media
- Influencers and Celebrity
- Social Media and Creative Entrepreneurship

2. What level is this course?

200 Level (Developing)

Building on and expanding the scope of introductory knowledge and skills, developing breadth or depth and applying knowledge and skills in a new context. May require pre-requisites where discipline specific introductory knowledge or skills is necessary. Normally, undertaken in the second or third full-time year of an undergraduate programs.

3. What is the unit value of this course?

12 units

4. How does this course contribute to my learning?

COURSE LEARNING OUTCOMES	GRADUATE QUALITIES
On successful completion of this course, you should be able to...	Completing these tasks successfully will contribute to you becoming...
1 Identify and describe contemporary social media issues faced by organisations and individuals.	Knowledgeable
2 Analyse and evaluate the ethical and legal implications relating to social media issues.	Ethical
3 Apply knowledge of social media concepts to analyse contemporary social media issues and their impact on organisations, social media professionals and individual users.	Knowledgeable Creative and critical thinker
4 Synthesise current research to produce relevant recommendations appropriate to a specific target audience	Knowledgeable Engaged
5 Apply appropriate academic literacies to written and oral communication modes.	Empowered

5. Am I eligible to enrol in this course?

Refer to the [UniSC Glossary of terms](#) for definitions of “pre-requisites, co-requisites and anti-requisites”.

5.1. Pre-requisites

Not applicable

5.2. Co-requisites

Not applicable

5.3. Anti-requisites

Not applicable

5.4. Specific assumed prior knowledge and skills (where applicable)

Not applicable

6. How am I going to be assessed?

6.1. Grading Scale

Standard Grading (GRD)

High Distinction (HD), Distinction (DN), Credit (CR), Pass (PS), Fail (FL).

6.2. Details of early feedback on progress

Drafts of students' Task 1 will be reviewed in-class time in Week 3 and 4 and feedback provided to ensure students' understanding of course content

6.3. Assessment tasks

DELIVERY MODE	TASK NO.	ASSESSMENT PRODUCT	INDIVIDUAL OR GROUP	WEIGHTING %	WHAT IS THE DURATION / LENGTH?	WHEN SHOULD I SUBMIT?	WHERE SHOULD I SUBMIT IT?
All	1	Written Piece	Individual	30%	1200 words	Week 6	Online Assignment Submission with plagiarism check
All	2	Oral	Group	30%	12 slides in 12 minutes	Week 9	Online Assignment Submission with plagiarism check and in class
All	3	Artefact - Creative, and Written Piece	Individual	40%	1500 word equivalent multimedia online guide (content to be negotiated with tutor) PLUS 1200 word analysis	Week 13	Online Assignment Submission with plagiarism check

All - Assessment Task 1: Literature Review

GOAL:	Through this assessment students will become familiar with and be able to demonstrate developing theoretical knowledge including concepts and approaches to social media.	
PRODUCT:	Written Piece	
FORMAT:	Academic writing. Students will produce a short literature review of 1200 words consisting of 7 sources (5 scholarly and 2 non-scholarly sources) pertaining to a relevant identified topic or issue in social media. The review will demonstrate student's understanding of the text, the main concepts or arguments presented, and the relevance of the text to the identified topic or issue. The issue must be relevant to topics covered in Weeks 1-5 of course content, and include reference to sources in the reading list.	
CRITERIA:	No.	Learning Outcome assessed
	1	Selection of appropriate sources and relevance to selected issue 2 5
	2	Critical understanding of social media issues, theory and approaches 1
	3	Analysis of ethical and legal aspects of social media issues presented within texts 1 2
	4	Demonstration of mature academic writing, research, and referencing skills. 5

All - Assessment Task 2: Case Study

GOAL:	Students will identify and assess problems relating to social media and formulate plausible ways to manage their impact on individual/organisational reputations and the community.	
PRODUCT:	Oral	
FORMAT:	Small group presentation (3-4 people). Students will present a comprehensive case study analysis using a relevant news media item, relating to one of the social media issues covered in Weeks 1-8. The case should be a prominent example of the issues, having gained prominence on social media and received traditional media coverage (television, radio, newspapers), evidenced by adequate research (minimum 6 scholarly sources, 2 media sources). Presentations will be held in workshops for both online and on-campus students.	
CRITERIA:	No.	Learning Outcome assessed
	1	Critical understanding of social media issues and their impact on individuals, communities, and organisations 1 3
	2	Analysis and evaluation of ethical and legal issues relating to social media within chosen context 2
	3	Selection and application of relevant, current scholarship; demonstration of research skills including critical evaluation, analysis, and synthesis of sources. 3 4
	4	Application of communication skills, including oral presentation skills with consideration of text and audience, and inter-group communication and collaboration 5

All - Assessment Task 3: Social Media Usage Guide

GOAL:	Students will develop an awareness of the connection between communication and audience as a key part of the process of designing influential communication artefacts for a specific audience regarding social media issues.
PRODUCT:	Artefact - Creative, and Written Piece
FORMAT:	<p>Students will produce an online guide for a specific target audience regarding one of the issues covered in the course content. Students will define their target audience and produce appropriate and relevant online multimedia content to communicate best practice in social media usage for that audience.</p> <p>The online guide will include a comprehensive overview of the issue, background analysis, legal and ethical considerations and 5-10 recommendations relating to best practice regarding their chosen issue.</p> <p>The accompanying analysis will demonstrate students' approach to analysing and evaluating the issue, with an emphasis on scholarly research and evidence used to formulate the recommendations.</p> <p>This task is being used for measuring assurance of learning towards Association to Advance Collegiate Schools of Business (AACSB) accreditation. The following Program Competency will be assessed: PC 2 - Critical and creative thinkers and practitioners</p>

CRITERIA:	No.	Learning Outcome assessed
	1	Artefact: Application of appropriate communication techniques relevant to topic and selected target audience, including creative and critical components for effective communication. 4 5
	2	Artefact: Comprehensive overview of the selected issue in online guide, including elements of ethical and legal issues. Practical implications are articulated logically and are relevant and timely. 1 2 5
	3	Artefact and analysis: Production of relevant, evidence-based recommendations appropriate to issue and target audience. Recommendations are appropriately justified demonstrating strong critical thinking. 3 4
	4	Application of critical research skills to synthesise scholarly and non-scholarly sources 4
	5	Individual Communication – evidence of effective skills in academic writing, individual presentation, and individual reflection 5

7. Directed study hours

A 12-unit course will have total of 150 learning hours which will include directed study hours (including online if required), self-directed learning and completion of assessable tasks. Student workload is calculated at 12.5 learning hours per one unit.

8. What resources do I need to undertake this course?

Please note: Course information, including specific information of recommended readings, learning activities, resources, weekly readings, etc. are available on the course Canvas site– Please log in as soon as possible.

8.1. Prescribed text(s) or course reader

There are no required/recommended resources for this course.

8.2. Specific requirements

Not applicable

9. How are risks managed in this course?

Health and safety risks for this course have been assessed as low. It is your responsibility to review course material, search online, discuss with lecturers and peers and understand the health and safety risks associated with your specific course of study and to familiarise yourself with the University's general health and safety principles by reviewing the [online induction training for students](#), and following the instructions of the University staff.

10. What administrative information is relevant to this course?

10.1. Assessment: Academic Integrity

Academic integrity is the ethical standard of university participation. It ensures that students graduate as a result of proving they are competent in their discipline. This is integral in maintaining the value of academic qualifications. Each industry has expectations and standards of the skills and knowledge within that discipline and these are reflected in assessment.

Academic integrity means that you do not engage in any activity that is considered to be academic fraud; including plagiarism, collusion or outsourcing any part of any assessment item to any other person. You are expected to be honest and ethical by completing all work yourself and indicating in your work which ideas and information were developed by you and which were taken from others. You cannot provide your assessment work to others. You are also expected to provide evidence of wide and critical reading, usually by using appropriate academic references.

In order to minimise incidents of academic fraud, this course may require that some of its assessment tasks, when submitted to Canvas, are electronically checked through Turnitin. This software allows for text comparisons to be made between your submitted assessment item and all other work to which Turnitin has access.

10.2. Assessment: Additional Requirements

10.3. Assessment: Submission penalties

Late submission of assessment tasks will be penalised at the following maximum rate:

5% (of the assessment task's identified value) per day for the first two days from the date identified as the due date for the assessment task

10% (of the assessment task's identified value) for the third day

20% (of the assessment task's identified value) for the fourth day and subsequent days up to and including seven days from the date identified as the due date for the assessment task

A result of zero is awarded for an assessment task submitted seven days from the date identified as the due date for the assessment task.

Weekdays and weekends are included in the calculation of days late.

To request an extension, you must contact your Course Coordinator and supply the required documentation to negotiate an outcome.

10.4. SafeUniSC

UniSC is committed to a culture of respect and providing a safe and supportive environment for all members of our community. For immediate assistance on campus contact SafeUniSC by phone: [07 5430 1168](tel:0754301168) or using the [SafeZone](#) app. For general enquires contact the SafeUniSC team by phone [07 5456 3864](tel:0754563864) or email safe@usc.edu.au.

The SafeUniSC Specialist Service is a Student Wellbeing service that provides free and confidential support to students who may have experienced or observed behaviour that could cause fear, offence or trauma. To contact the service call [07 5430 1226](tel:0754301226) or email studentwellbeing@usc.edu.au.

10.5. Study help

For help with course-specific advice, for example what information to include in your assessment, you should first contact your tutor, then your course coordinator, if needed.

If you require additional assistance, the Learning Advisers are trained professionals who are ready to help you develop a wide range of academic skills. Visit the [Learning Advisers](#) web page for more information, or contact Student Central for further assistance: +61 7 5430 2890 or studentcentral@usc.edu.au.

10.6. Wellbeing Services

Student Wellbeing provide free and confidential counselling on a wide range of personal, academic, social and psychological matters, to foster positive mental health and wellbeing for your academic success.

To book a confidential appointment go to [Student Hub](#), email studentwellbeing@usc.edu.au or call 07 5430 1226.

10.7. AccessAbility Services

Ability Advisers ensure equal access to all aspects of university life. If your studies are affected by a disability, learning disorder mental health issue, injury or illness, or you are a primary carer for someone with a disability or who is considered frail and aged, [AccessAbility Services](#) can provide access to appropriate reasonable adjustments and practical advice about the support and facilities available to you throughout the University.

To book a confidential appointment go to [Student Hub](#), email AccessAbility@usc.edu.au or call 07 5430 2890.

10.8. Links to relevant University policy and procedures

For more information on Academic Learning & Teaching categories including:

- Assessment: Courses and Coursework Programs
- Review of Assessment and Final Grades
- Supplementary Assessment
- Central Examinations
- Deferred Examinations
- Student Conduct
- Students with a Disability

For more information, visit <https://www.usc.edu.au/explore/policies-and-procedures#academic-learning-and-teaching>

10.9. Student Charter

UniSC is committed to excellence in teaching, research and engagement in an environment that is inclusive, inspiring, safe and respectful. The [Student Charter](#) sets out what students can expect from the University, and what in turn is expected of students, to achieve these outcomes.

10.10.General Enquiries

In person:

- **UniSC Sunshine Coast** - Student Central, Ground Floor, Building C, 90 Sippy Downs Drive, Sippy Downs
- **UniSC Moreton Bay** - Service Centre, Ground Floor, Foundation Building, Gympie Road, Petrie
- **UniSC SouthBank** - Student Central, Building A4 (SW1), 52 Merivale Street, South Brisbane
- **UniSC Gympie** - Student Central, 71 Cartwright Road, Gympie
- **UniSC Fraser Coast** - Student Central, Student Central, Building A, 161 Old Maryborough Rd, Hervey Bay
- **UniSC Caboolture** - Student Central, Level 1 Building J, Cnr Manley and Tallon Street, Caboolture

Tel: +61 7 5430 2890

Email: studentcentral@usc.edu.au