



Course Outline (Higher Education)

School:	School of Arts
Course Title:	SOCIAL MEDIA FOR ACTIVISM
Course ID:	SOSCI3001
Credit Points:	15.00
Prerequisite(s):	(SOSCI2105)
Co-requisite(s):	Nil
Exclusion(s):	Nil
ASCED:	090301

Description of the Course :

This course engages students in developing an understanding of the ways in which digital and social media are being used increasingly within the context of social and community activism. The course will utilise case studies of significant activist uses of digital and social media and ask students to reflect on their own use of social media and whether it has any activist intent.

Grade Scheme: Graded (HD, D, C, etc.)

Work Experience:

No work experience: Student is not undertaking work experience in industry.

Placement Component: No

Supplementary Assessment: Yes

Where supplementary assessment is available a student must have failed overall in the course but gained a final mark of 45 per cent or above and submitted all major assessment tasks.

Program Level:

Level of course in Program	AQF Level of Program					
	5	6	7	8	9	10
Introductory	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Intermediate	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Advanced	<input type="checkbox"/>	<input type="checkbox"/>	✓	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Learning Outcomes:**Knowledge:**

- K1.** Identify forms and uses of digital and social media
- K2.** Examine how digital and social media is used within the context of activism
- K3.** Explore the role of social media in augmenting or replacing more traditional forms of social or community activism

Skills:

- S1.** Research activist uses of social media
- S2.** Analyse the extent to which social media is successful as a stand-alone vehicle for activism
- S3.** Interpret case studies to understand the diversity of use of social media in activism

Application of knowledge and skills:

- A1.** Apply critical thinking skills to develop understandings of the importance of digital and social media in social activism
- A2.** Examine the use of digital and social media at local level in activism and contrast this with international experience

Course Content:

Topics may include:

- What is digital and social media and how is it typically used?
- Online safety
- Activist uses of digital and social media
- Case studies: Indi election; GetUp!; Baltimore protests; Arab spring
- Is hashtag activism the real deal?
- Is there an information rich and information poor? Does this impact on the capacity of those at the margins to engage in social activism?
- Government censorship of the internet

Values:

- V1.** Connection to issues of interest
- V2.** Evaluation of emerging social trends
- V3.** Engagement with issues of social justice

Graduate Attributes

The Federation University FedUni graduate attributes (GA) are entrenched in the Higher Education Graduate Attributes Policy (LT1228). FedUni graduates develop these graduate attributes through their engagement in explicit learning and teaching and assessment tasks that are embedded in all FedUni programs. Graduate attribute attainment typically follows an incremental development process mapped through program progression. **One or more graduate attributes must be evident in the specified learning outcomes and assessment for each FedUni course, and all attributes must be directly assessed in each program**

Graduate attribute and descriptor		Development and acquisition of GAs in the course			
		Learning Outcomes (KSA)	Code A. Direct B. Indirect N/A Not addressed	Assessment task (AT#)	Code A. Certain B. Likely C. Possible N/A Not likely
GA 1 Thinkers	Our graduates are curious, reflective and critical. Able to analyse the world in a way that generates valued insights, they are change makers seeking and creating new solutions.	K2, K3, S1, S2, S3, A1, A2	A	AT2, AT3, AT4	A
GA 2 Innovators	Our graduates have ideas and are able to realise their dreams. They think and act creatively to achieve and inspire positive change.	K3, A1	A	AT3	C
GA 3 Citizens	Our graduates engage in socially and culturally appropriate ways to advance individual, community and global well-being. They are socially and environmentally aware, acting ethically, equitably and compassionately.	K2, K3, A1, A2	A	AT2, AT3	A
GA 4 Communicators	Our graduates create, exchange, impart and convey information, ideas, and concepts effectively. They are respectful, inclusive and empathetic towards their audience, and express thoughts, feelings and information in ways that help others to understand.	S2, S3, A2	A	AT1, AT2, AT3, AT4	A
GA 5 Leaders	Our graduates display and promote positive behaviours, and aspire to make a difference. They act with integrity, are receptive to alternatives and foster sustainable and resilient practices.	K2, A1, A2	B	AT3	C

Learning Task and Assessment:

Learning Outcomes Assessed	Learning Tasks	Assessment Type	Weighting
K1-K3, S1-S3, A1, A2	Participation in workshop / seminar activity including discussion, reflection, research and group work	Workshop participation and a summary of personal and group learning in each session	15-20%
K1-K3, S1-S3, A1	Respond to class based case studies and reflect on the extent to which the social media use represented effective activism	A series of short written responses	20-30%

Learning Outcomes Assessed	Learning Tasks	Assessment Type	Weighting
K1-K3, S1-S3, A2	Reflect on personal social media use and seek to understand if any can be categorised as activist in nature	Personal reflection	15-25%
K1-K3, S1-S3, A1, A2	Analyse and research activist uses of social media in essay form	Research essay	35-45%

Adopted Reference Style:

APA