

MECM30016 Digital Media Research

Credit Points:	12.5
Level:	3 (Undergraduate)
Dates & Locations:	2015, Parkville This subject commences in the following study period/s: Semester 1, Parkville - Taught on campus.
Time Commitment:	Contact Hours: A 1.5 hours lecture and a 1 hour tutorial per week Total Time Commitment: Total expected time commitment is 170 hours across the semester, including class time.
Prerequisites:	None
Corequisites:	None
Recommended Background Knowledge:	None
Non Allowed Subjects:	None
Core Participation Requirements:	<p>For the purposes of considering request for Reasonable Adjustments under the Disability Standards for Education (Cwth 2005), and Student Support and Engagement Policy, academic requirements for this subject are articulated in the Subject Overview, Learning Outcomes, Assessment and Generic Skills sections of this entry.</p> <p>It is University policy to take all reasonable steps to minimise the impact of disability upon academic study, and reasonable adjustments will be made to enhance a student's participation in the University's programs. Students who feel their disability may impact on meeting the requirements of this subject are encouraged to discuss this matter with a Faculty Student Adviser and Student Equity and Disability Support: http://services.unimelb.edu.au/disability</p>
Contact:	Scott Wright
Subject Overview:	In this subject students will learn the essential skills of digital quantitative and qualitative media research. This will include how to use software tools to collect (or 'scrape'), clean and analyse data from websites and social media (please note: no programming or script writing skills are required) and an introduction to survey methods. Such skills are widely used in companies, NGOs, governments and the like. Students will apply the skills to write a report that addresses a real world issue or task set by an organisation. This subject will, thus, provide students with some essential skills for careers in media and communications positions, such as audience research, PR, marketing and data journalism.
Learning Outcomes:	On completion of the subject students should have: <ul style="list-style-type: none"> # The ability to collect, clean and analyse original digital media data using a variety of tools; # An understanding of the benefits and restrictions of these methods across different media; # An understanding of how digital media research skills are used by employers; # Developed the ability to write critically on research methods; # Gained a critical understanding of research design, research methods and ethics; # Developed the skills to undertake a piece of independent research using rigorous methods of inquiry.
Assessment:	A 4000 word individual report addressing a task set by an external organisation 100% (due in the examination period). This subject has a minimum hurdle requirement of 80% attendance and regular participation in tutorials. Assessment submitted late without an approved extension will be penalised at 10% per day.
Prescribed Texts:	Readings will be available on the LMS prior to the commencement of the subject.
Breadth Options:	This subject is not available as a breadth subject.

Fees Information:	Subject EFTSL, Level, Discipline & Census Date, http://enrolment.unimelb.edu.au/fees
Generic Skills:	On completion of the subject students should have: <ul style="list-style-type: none"># The ability to collect and analyse original digital media data;# The benefits and restrictions of these methods; and# Developed a research approach.
Related Course(s):	Bachelor of Arts(Media and Communications)
Related Majors/Minors/ Specialisations:	Media and Communications