

MECM30016 Digital Media Research

Credit Points:	12.5
Level:	3 (Undergraduate)
Dates & Locations:	2016, Parkville This subject commences in the following study period/s: Semester 1, Parkville - Taught on campus.
Time Commitment:	Contact Hours: A 1.5-hour lecture and a 1 hour tutorial 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>
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Subject Overview:	In this subject students will learn essential skills of digital quantitative and qualitative media research. This will include how to use software tools to collect, clean and analyse social media data (please note: no programming or script writing skills are required). Such skills are widely used in companies, NGOs, governments and the like. Students will apply the skills to write a report on set topics. This subject will provide students with 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 digital media data; (BA LO #1, 4, 9; Level 3, #1, 3, 6, 10) # An understanding of the benefits and restrictions of these methods; (BA Learning Outcome 1, 2, 4; Level 3, #4, 8) # An understanding of how digital media research skills are used by employers (BA Learning Outcome 7; Level 3, #1) # Developed the ability to write critically on research methods; (BA Learning Outcome 6; Level 3, #2, 3) # Gained a critical understanding of research design, research methods and ethics; (BA Learning Outcome 1, 2, 4, 7, 9; Level 3, #2, 7) # Developed the skills to undertake a piece of research using rigorous methods of inquiry (BA Learning Outcome 1, 4; Level 3, #3, 6, 9)
Assessment:	Assessment for this subject will be by a 1000 word Literature Review, worth 25% of the grade (due mid-semester break) and a 3000 word Research Report, worth 75% of the grade (due after week 12). This subject has a minimum hurdle requirement of 75% attendance and regular participation in tutorials. Assessment submitted late without an approved extension will be penalised at 10% per day.

Prescribed Texts:	A reader will be available, with a handbook containing further readers.
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 this subject students should have the ability to: <ul style="list-style-type: none"># Collect and analyse original digital media data;# Understand the benefits and restrictions of these methods; and# Synthesise, structure and critically engage with academic literature
Related Majors/Minors/ Specialisations:	Media and Communications