

# SRAP5021

Policy, Advocacy and Activism in the Digital Age

Term 2, 2022



## Course Overview

### Staff Contact Details

#### Convenors

Name	Email	Availability	Location	Phone
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### School Contact Information

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## Acknowledgement of Country

UNSW Arts, Design and Architecture Kensington and Paddington campuses are built on Aboriginal Lands. We pay our respects to the Bidjigal and Gadigal peoples who are the Custodians of these lands. We acknowledge the Aboriginal and Torres Strait Islander peoples, the First Australians, whose lands, winds and waters we all now share, and pay respect to their unique values, and their continuing and enduring cultures which deepen and enrich the life of our nation and communities.



Image courtesy of the Office of the Pro Vice-Chancellor Indigenous [UNSW's Indigenous strategy](#)

## **Course Details**

### **Units of Credit 6**

### **Summary of the Course**

This course introduces you to theories and concepts of the relationship between civil society advocacy, policy and state institutions, and social change in the digital age, blending class-room, online, and experiential learning and teaching activities. You will work in groups to design and prototype an online advocacy campaign on a policy issue of your choice. The increasing importance of digital advocacy and activism for policy change, and the opportunity for higher order cognitive engagement - beyond desk based research and analysis – that technology now offers makes this course a timely contribution to the professional development of those working in policy and advocacy as well as informing those in related areas as to its role in policy change.

### **Course Learning Outcomes**

1. Articulate the relationship between advocacy, policy practice and policy change.
2. Do in depth analysis of and define a social problem and frame the issue in policy terms.
3. Use policy and advocacy frameworks and concepts to map, analyse, and strategize stakeholder and interest group positions, their role in the policy process and outcomes, and the forums – physical and virtual – in which they are most likely to be active or engage.
4. Demonstrate a strong awareness of the complex and dynamic nature of advocacy work (negotiation, facilitation, collaboration, and campaign execution) through collaborative campaign development, including online strategy, and reflective classroom engagement.
5. Critically evaluate civil society policy advocacy campaigns in the digital online/arena through the lens of advocacy and social change theory and use of different online strategies.
6. Apply theory to a real world social policy issue by creating a basic digital campaign strategy (paper design or prototype).

### **Teaching Strategies**

This course uses a blend of classroom, online, and experiential learning and teaching strategies and activities. The main activity is the design (and optional prototyping) of an online advocacy campaign. The class will meet in weekly seminars or engage in online activities.

There are two key ideas behind this rationale. First, the blended design permits the inclusion of a greater range of learning activities and makes best use of available face-to-face time. Second, the course is designed with a very practical focus on the awareness, development and utilisation of digital advocacy tools, so the online components complement the digital and practical foci in the course.

## Assessment

Additional information about the requirements and marking criteria for assessment tasks is available on Moodle.

Assessment task	Weight	Due Date	Course Learning Outcomes Assessed
1. Campaign strategy scoping document	35%	03/07/2022 06:00 PM	1, 2, 3, 5
2. Project and report	50%	11/08/2022 06:00 PM	4, 5, 6
3. Group Presentation 	15%	Not Applicable	1, 4, 5, 6

### Assessment 1: Campaign strategy scoping document

**Assessment length:** 1500 words

**Due date:** 03/07/2022 06:00 PM

You will identify a social issue of your choosing and prepare a campaign strategy scoping document (1500 words) that:

- a) identifies an existing digital campaign;
- b) critically appraises the approach using course concepts;
- c) examines how the issue is framed;
- d) identifies what the campaign goals are, who the target audience is, what relationships and power dynamics can be identified, and what tools are used; and
- e) identifies space for a new digital campaign.

This assignment is submitted through Turnitin and students can see Turnitin similarity reports.

#### Additional details

There is no group component to this assignment. This is an individual assignment.

### Assessment 2: Project and report

**Assessment length:** 3000 words

**Due date:** 11/08/2022 06:00 PM

You will design a digital campaign strategy (3000 words) related to the social issue that you identified and discussed in Assignment 1.

You will submit either a description of a digital campaign strategy or a digital campaign prototype that is accompanied by a report that explains the campaign's rationale, aims, intended audience and intended

outcome. The report should draw on course content and highlight the way in which the design supports the campaign strategy.

Students will be provided with a rubric at the start of the course so that they may work to specified standards. Written feedback will be provided within 10 working days of submission.

This assignment is submitted through Turnitin and students can see Turnitin similarity reports.

#### **Additional details**

There is no group component to this assignment. This is an individual assignment.

### **Assessment 3: Group Presentation (Group)**

Students will form small groups in tutorials. Each group will prepare a presentation on course content of 10-15 minutes. Presentations will take place from Week 2 to Week 10.

Feedback will be given via a rubric that is provided at the start of the course so that students can work towards specified standards. Feedback will be given within 10 working days of the presentation.

#### **Additional details**

**Maximum of 2 students** in each group. Each group will give a 10–15 minutes presentation on the topics and readings assigned for that week.

## Attendance Requirements

Students are strongly encouraged to attend all classes and review lecture recordings.

## Course Schedule

[View class timetable](#)

### Timetable

Date	Type	Content
Week 1: 30 May - 3 June	Seminar	Introduction: What is advocacy? "What is activism and e-activism?"
Week 2: 6 June - 10 June	Seminar	Legitimacy matters: Policy-related issue-framing and agenda-setting
Week 3: 13 June - 17 June	Seminar	Who are involved? Stakeholders, interest groups, insiders/outside, and advocacy networks
Week 4: 20 June - 24 June	Seminar	From individuals to crowds: Recruitment and collective participation on the Internet
Week 5: 27 June - 1 July	Seminar	Making the news: The power of advocacy journalism
Week 6: 4 July - 8 July	Seminar	E-tactics and advocacy strategies: Digital storytelling/counter-storytelling
Week 7: 11 July - 15 July	Seminar	Use of evidence: Social media as a source of evidence for policy change
Week 8: 18 July - 22 July	Seminar	Digital activism, cyberactivism, slactivism, and clicktivism
Week 9: 25 July - 29 July	Seminar	The debates on citizen participation, digital advocacy and policy change
Week 10: 1 August - 5 August	Seminar	Advocacy and policy change beyond border: Transnational Advocacy

## **Resources**

### **Prescribed Resources**

Weekly readings are available on Moodle

### **Course Evaluation and Development**

Student evaluative feedback is gathered periodically using, among other means, UNSW's MyExperience process. Informal feedback and class-generated feedback are also important. Student feedback is taken seriously, and continual improvements are made to the course based in part on such feedback. Significant changes to the course will be communicated to subsequent cohorts of students taking the course.

## **Submission of Assessment Tasks**

### **Turnitin Submission**

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](mailto: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, assessment tasks 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.

For information on how to submit assignments online via Moodle: <https://student.unsw.edu.au/how-submit-assignment-moodle>

## 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 includes copying materials, ideas or concepts from a book, article, report or other written document, presentation, composition, artwork, design, drawing, circuitry, computer program or software, website, internet, other electronic resource, or another person's assignment without appropriate acknowledgement.

**Inappropriate paraphrasing:** Changing a few words and phrases while mostly retaining the original information, structure and/or progression of ideas of the original without acknowledgement. This also applies in presentations where someone paraphrases another's ideas or words without credit and to piecing together quotes and paraphrases into a new whole, without appropriate referencing.

**Collusion:** Working with others but passing off the work as a person's individual work. Collusion also includes providing your work to another student for the purpose of them plagiarising, 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.

### Correct referencing practices

The [UNSW Academic Skills support](#) offers resources and individual consultations. Students are also reminded that careful time management is an important part of study. 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.

UNSW Library has [the ELISE tool](#) available to assist you with your study at UNSW. ELISE is designed to introduce new students to studying at UNSW but it can also be a great refresher during your study. Completing the ELISE tutorial and quiz will enable you to:

- analyse topics, plan responses and organise research for academic writing and other assessment tasks
- effectively and efficiently find appropriate information sources and evaluate relevance to your needs
- use and manage information effectively to accomplish a specific purpose
- better manage your time
- understand your rights and responsibilities as a student at UNSW
- be aware of plagiarism, copyright, UNSW Student Code of Conduct and Acceptable Use of UNSW ICT Resources Policy
- be aware of the standards of behaviour expected of everyone in the UNSW community
- locate services and information about UNSW and UNSW Library

## **Academic Information**

Due to evolving advice by NSW Health, students must check for updated information regarding online learning for all Arts, Design and Architecture courses this term (via Moodle or course information provided.)

For essential student information relating to:

- requests for extension;
- late submissions guidelines;
- review of marks;
- UNSW Health and Safety policies;
- examination procedures;
- special consideration in the event of illness or misadventure;
- student equity and disability;
- and other essential academic information, see

<https://www.unsw.edu.au/arts-design-architecture/student-life/resources-support/protocols-guidelines>

## **Image Credit**

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## **CRICOS**

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