




**MODULE SPECIFICATION**

Part 1: Information			
Module Title	Co-creativity: Audiences and Participation		
Module Code	UPCAW8-30-2	Level	2
For implementation from	September 2017		
UWE Credit Rating	30	ECTS Credit Rating	15
Faculty	ACE	Field	Cultural Industries
Department	Arts and Cultural Industries		
Contributes towards	BA (Hons) Media Culture and Communication (compulsory) BA(Hons) Liberal Arts (optional)		
Module type:	Project Module		
Pre-requisites	None		
Excluded Combinations	None		
Co- requisites	None		
Module Entry requirements	n/a		

Part 2: Description
<p>This module will explore theories of audience and media research methodologies. It will 1) examine methods of evaluating audience engagement with media artefacts, 2) identify techniques used to target audiences by media producers, building an understanding of where these methods remain appropriate in the context of contemporary media forms and networks. Recognising new modes of participatory media offer new routes to civic engagement, it will go on to 3) examine the way contemporary user-centred models of mediated communication have utilised co-production models and democratic design processes.</p> <p>The model requires that students develop an individual project which will design, test, iterate and evaluate an audience-centred media artefact, demonstrating their understanding of different media forms and contexts, interactive user and co-production methodologies. Input from media makers and industry representatives throughout the module will inform research briefs and project design.</p>
Part 3: Assessment
<p>In Semester 1, students will complete a short essay on a particular audience methodology, evaluating its merits and its weaknesses, reflecting on the way in which specific models of audience are mobilised in different cultural contexts and settings. At the end of this Semester, they will begin to develop an audience research case study focusing on a contemporary media experience in a specific cultural industry setting, which tests an approach to understanding the role of audiences/users in participatory media design. Their final project will be to design and evaluate a co-creative audience-centred media artefact which will demonstrate an ability to apply their understanding of interactivity, co-production and civic engagement. There will be an opportunity for a practice-based submission equivalent to a written essay subject to agreement by the module leader.</p>

Identify final timetabled piece of assessment (component and element)	A3																												
% weighting between components A and B (Standard modules only)	A:		B:																										
	100%																												
First Sit																													
Component A (controlled conditions) Description of each element	Element weighting (as % of component)																												
1.Short Essay 1500 words	20%																												
2. Case Study 2500 words	30%																												
3. Research Project 4000 words (or equivalent)	50%																												
Component B Description of each element	Element weighting (as % of component)																												
1.																													
Resit (further attendance at taught classes is not required)																													
Component A (controlled conditions) Description of each element	Element weighting (as % of component)																												
1. Short Essay, Case Study, Research Project	100%																												
Component B Description of each element	Element weighting (as % of component)																												
1.																													
Part 4: Teaching and Learning Methods																													
Learning Outcomes	<p>On successful completion of this module students will be able to:</p> <ul style="list-style-type: none"> • Demonstrate a critical understanding of audience research methodologies, and their uses and effectiveness for analysing audience engagement with different media forms and in different cultural contexts and settings. • Test research approaches to understanding the role of audiences/users in participatory media design. • Design, test and iterate an audience-centred participatory media artefact. • Apply their understanding of interactivity, co-production and civic engagement to the design of co-creative audience-centred media artefacts. • Critically evaluate and contextualise their design process and approach, in the light of relevant conceptual and theoretical frameworks. 																												
Key Information Sets Information (KIS)	<table border="1"> <tr> <th colspan="5">Key Information Set - Module data</th> </tr> <tr> <td colspan="5">Number of credits for this module</td> </tr> <tr> <td colspan="4"></td> <td>30</td> </tr> <tr> <th>Hours to be allocated</th> <th>Scheduled learning and teaching study hours</th> <th>Independent study hours</th> <th>Placement study hours</th> <th>Allocated Hours</th> </tr> <tr> <td>300</td> <td>72</td> <td>228</td> <td>0</td> <td>300</td> </tr> </table>				Key Information Set - Module data					Number of credits for this module									30	Hours to be allocated	Scheduled learning and teaching study hours	Independent study hours	Placement study hours	Allocated Hours	300	72	228	0	300
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Total Assessment	Total assessment of the module:				
	Written exam assessment percentage				70%
	Coursework assessment percentage				15%
	Practical exam assessment percentage				15%
					100%
Reading List	<p>There is no single core textbook for this module, therefore access to a range of excerpts will be provided either in print or online. All further readings and viewings listed in the module handbook are available in the library or online. Students are not required to buy any audiovisual media or books for this module.</p> <p>This module offers an opportunity to further develop information skills introduced at Level 1. Students are expected to be able to identify and retrieve reading as appropriate. Students will be given the opportunity to attend sessions on selection of relevant databases and search skills. Additional support is available through the library web pages, including interactive tutorials on finding books and journals, evaluating information and referencing. Sign-up workshops are also offered by the Library.</p> <p>Drotner, Kirsten and Schroder, Kim Christian (eds) (2013) <i>Museum communication and Social Media</i>, London and New York: Routledge.</p> <p>Falero, Sandra M (2016) <i>Digital Participatory Culture and the TV Audience: Everyone's a Critic</i>, London and New York: Palgrave Macmillan.</p> <p>Green, Catherine; Sobers, Shawn; Zamenopoulos, Theodore; Chapain, Caroline and Turner, Jerome (2016). Conversations about Co-Production. In: Hargreaves, Ian and Hartley, John eds. <i>The Creative Citizen Unbound: How Social Media and DIY culture Contribute to Democracy, Communities and the Creative Economy</i>. Bristol: Policy Press, pp. 153–181.</p> <p>Hudson, Dale and Zimmerman, Patricia R. (2015) <i>Thinking Through Digital Media: Transnational Environments and Locative Places</i>, London and New York: Palgrave Macmillan.</p> <p>Jenkins, Henry, Shresthova, Sangita, Gamber-Thompson, Liana, Kligler-Vilenchik, Neta and Zimmerman, Arley (eds) (2016) <i>By Any Media Necessary: The New Youth Activism</i>, New York: New York University Press.</p> <p>Jenkins, Henry, Ito Mizuko and Boyd Dana (2015) <i>Participatory Culture in a Networked Era: A Conversation on Youth, Learning, Commerce and Politics</i>,</p> <p>Milner, Ryan M (2016) <i>The World Made Meme: Public Conversations and Participatory Media</i>, Cambridge, Mass: The MIT Press.</p> <p>Nightingale, Virginia (ed) (2014) <i>The Handbook of Media Audiences</i>, Chichester: Wiley Blackwell.</p> <p>Patriarche, Geoffroy, Bilandzic, Helena, Linaa Jensen, Jakob and Jurisic, Jelena (eds) (2013) <i>Audience Research Methodologies: Between Innovation and Consolidation</i>, London and New York: Routledge. See: http://www.cost-transforming-audiences.eu/system/files/Outputs_IS0906_TATS_25%20June%202014.pdf</p> <p>Pybus, J., Coté, M., and Blanke, T., 2015. Hacking the Social Life of Big Data: A Data Literacy Framework <i>Big Data & Society</i>, vol. 2, No. 2</p> <p>Spurgeon, Christina and Maura, Edmond (eds) (2015) 'Making Media Participatory', Special Issue of <i>Media International Australia incorporating Culture and Policy</i>, Issue 154.</p>				

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First CAP Approval Date	21 March 2017 v1 Link to MIA 10664			
Revision CAP Approval Date		Version	2	Link to RIA