

# BEHV 7016 DIGITAL SOCIAL RESEARCH IN ACTION

**Credit Points** 10

**Legacy Code** 102253

**Coordinator** Luigi Di Martino ([https://directory.westernsydney.edu.au/search/name/Luigi Di Martino/](https://directory.westernsydney.edu.au/search/name/Luigi%20Di%20Martino/))

**Description** This unit engages students in the practices of digital social research through a simulation of a professional research consultancy. Students will construct and apply a digital social science approach for an internal or external client brief. Students will engage with client and stakeholder needs through their role as a consultant as they carry out the digital social research project for their client. In doing so, students engage with the ethical and moral implications of using digital social data and discover the opportunities to apply and communicate digital social research methods in real world settings.

**School** Social Sciences

**Discipline** Behavioural Science

**Student Contribution Band** HECS Band 4 10cp

**Level** Postgraduate Coursework Level 7 subject

## Restrictions

Students must be enrolled in a postgraduate program.

## Assumed Knowledge

Knowledge of digital social research.

## Learning Outcomes

On successful completion of this subject, students should be able to:

1. Determine opportunities to apply digital social science methods in innovative contexts;
2. Justify the selection and application of digital social science methods for a particular problem;
3. Construct and apply a digital social science approach to research;
4. Communicate digital social science projects in a manner appropriate for the discipline, audience and purpose (e.g. audience-appropriate structure, content, and referencing style);
5. Manage client and stakeholder expectations to ensure ethical and moral conduct in the use of digital social science data.

## Subject Content

Research conceptualisation including research aims, objectives, and questions

The importance of social theory for digital research

Research designs and analytical frameworks for digital social research

Client and stakeholders engagement

Stakeholder mapping and management of expectations

Ethical and moral use of digital social data

Progress tracking for successful project delivery

Report writing and strategic communication

## Assessment

The following table summarises the standard assessment tasks for this subject. Please note this is a guide only. Assessment tasks are

regularly updated, where there is a difference your Learning Guide takes precedence.

Item	Length	Percent	Threshold	Individual/Group Task
Pitch - Oral Presentation	10 minutes	20	N	Individual
Progress Tracking Report	1,500 words	30	N	Individual
Client Report	3,000 words	50	N	Individual

Teaching Periods

## Spring

### Parramatta City - Macquarie St

#### Day

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View timetable ([https://classregistration.westernsydney.edu.au/even/timetable/?subject\\_code=BEHV7016\\_22-SPR\\_PC\\_D#subjects](https://classregistration.westernsydney.edu.au/even/timetable/?subject_code=BEHV7016_22-SPR_PC_D#subjects))