WORD LENGTH: 3000 WORDS maximum

The essay should demonstrate engagement with the unit content, the set readings and texts, as well as show evidence of wider scholarly research. Essays must follow proper scholarly formatting and referencing in order to avoid penalties. This course is ostensibly based on Australian debates and references/examples should be made to current Australian media. Laws, codes, regulations and guidelines should be primarily Australian. Of course, what has happened in other jurisdictions (cases, legislation, reform recommendations), may also be important as a comparison. A good example will illuminate the concerns and provide depth. Serial examples should not be used to replace a coherent argument. Recent media examples (published in the last 12 months) should be used in a way that substantially enhances & illustrates your argument. All references, material and examples must be originally in English (translations by students are not accepted). All references using actual quotes, paraphrase, or specific arguments, should employ page numbers.

The essays will be assessed primarily according to responsive to the question; engagement with course concepts, clarity of expression; structure and strength of argument; use of academic and media texts to support your argument; use of course materials as well as independent research/reading. In addition, the following will be taken into account:

* Evidence of understanding of the chosen topic. Clearly identifies relevant ethical, legal issues. Clearly identifies, applies appropriate ethical/legal frameworks.
* Engagement with relevant course material, resources and concepts
* Wider research and reading to support logical argument, appropriate use of relevant, credible media and academic texts.
* Use of relevant, current media example(s) to illustrate analysis.
* Originality of thought and approach beyond summarizing the material.
* Presentation, clarity of expression; appropriate level of academic writing referencing & academic standards; adheres to word limit, pagination, formatting requirements; demonstrates appropriate language and literacy; proof read for spelling & grammar; compliance with instructions for essay & submission.
* **At the start of your essay, write the question number and the question itself in full.** This enables your marker to indicate parts of the question you may not have addressed fully.
* Double Space and paginate your work. Use 11pt font with adequate margins for comments.
* Use in-text referencing (eg Harvard or APA,) ***not*** footnotes.
* You should use at least 10-12 references.
* **Indicate the word count** at the end of your essay. The Word Limit is 3000 words (max), including in-text referencing & quotes, but not a list of references/resources, or the title. **There is no 10% margin** on exceeding the word limit. Marks are deducted for exceeding the word limit.
* Laws, codes, regulations and guidelines should be primarily Australian. Of course, what has happened in internationally in other jurisdictions (cases, legislation, reform recommendations etc), may be relevant as a comparison or for the particular issue you are looking at.

**Essay Questions: Choose ONE question only.**

1. Privacy is one of the defining issues of our times. Both Facebook’s data collection and China’s social credit system utilize information about us to define our online persona. Traditional notions of privacy as a personal right allowing us to control what others know or say about us have not been legally enforceable in Australia, whereas the use of data held by governments and large companies in Australia is, to some extent, regulated under the Privacy Act. To what extent can privacy laws, codes or terms of use be developed to protect our online persona from misuse by social media platforms?