

SSAP5003: Media and Consumer Psychology

Lecture: Thursday 9-11am CJ002	Seminar: Tuesday 4-5pm TL03	Lecture content:	Seminar content:
1. 31/01/2019		What is Media & Consumer Psychology? • Definitions, • Identity and social categorisation, • Social comparison, Historical & Contemporary Perspectives in Media & Consumer Psychology, • Advertising and humour, fear, sex and music. Micro and Macro Perspectives in Media & Consumer Psychology. • Values, motivations, priming, anchoring and framing	Directed reading: Chapters 1, 2 and 4 from- Giles, D. (2003). <i>Media Psychology</i>. New Jersey: Lawrence Erlbaum Associates.
2. 07/02/2019	05/02/2019	Issues in Media & Consumer Psychology: Aggression. • Does media attract violent youths? • Exposure and aggression- cognitive priming and social learning, • People 'at risk' • Media violence and desensitisation • Guns and the media, • Suicide and the media, • The positive effects of media violence.	An interactive session of questions, quizzes and examples of psychological theory related to media and consumerism, in order to get the students thinking about the significance of media influence on human behaviour. Use of emotive advertisements and video clips to illustrate the persuasive and powerful effects of media on consumerism.
3.		Issues in Media & Consumer Psychology: Cyberbullying.	Directed reading- Rice et al. (2015). Cyberbullying Perpetration

14/02/2018	12/02/2019	- Defining cyberbullying, - Workplace cyberbullying, - Cyberbullying versus traditional bullying, - Risk factors, - Theoretical explanations, - Controlling cyberbullying.	and Victimization Among Middle-School Students. <i>Journal of American Public Health</i>, 3, e66-e72. Class debate on these questions: - Causes of cyberbullying- General Strain Theory or Social Identity Deindividuation Model? - Which group is most likely to be a) a victim and b) the bully? Girls or boys?
4. 21/02/2019	19/02/2019	Issues in Media and Consumer Psychology: - Stereotyping, prejudice and discrimination - Gender stereotyping - Ethnic and racial stereotyping - Cultural differences in stereotyping - LGBT and the media	Directed reading for discussion: Scharrer, E., & Ramasubramanian, S. (2015). Intervening in the media's influence on stereotypes of race and ethnicity: the role of media literacy education. <i>Journal of Social Issues</i>, 71, 171-185. Grau, S. L., & Zotos, Y. C. (2016). Gender stereotypes in advertising: a review of current research. <i>International Journal of Advertising</i>, 35(5), 761-770.
5. 28/02/2019	26/02/2019	Issues in Media & Consumer Psychology: Education and Health - Health Education - Health promotion - Media messages to reduce risky behaviours - Media strategies to improve mental health and well-being - Current health legislation - Current health campaigns	Directed reading- Wakefield, M. A., Loken, B., & Hornik, R. C. (2010). Use of mass media campaigns to change health behaviour. <i>The Lancet</i>, 376(9748), 1261-1271. In groups, students will be provided with a specific campaign and asked to develop a method of evaluating the efficacy of each campaign. Feedback to the rest of the cohort.

6. 07/03/2019	05/03/2019	Issues in Media & Consumer Psychology: Obesity. • Food advertising and marketing, • Fast and junk food, • Media and eating behaviours, • Food in schools, • Media and the couch potato.	Directed reading- Zimmerman, F., J. and Bell, J., F.(2010). Associations of Television Content Type and Obesity in Children. <i>American Journal of Public Health</i>, 2, 334-340.
7. 14/03/2019	12/03/2019	Persuasion and Advertising in Media & Consumer Psychology. • Attitudes and persuasion, • Superficial versus systematic processing, • Persuasion heuristics, • Models of persuasion.	Looking at the link between attitudes and persuasion, particularly In the vulnerable population such as children and adolescents. Class discussion. Questions to consider: • Is Media an accurate window on the world? • How do children respond to this? Using the Media to promote Health campaigns.
8. 21/03/2019	19/03/2019	Interaction in Media & Consumer Psychology: Celebrities and their influence. • Para-social processing and para-communication, • Para-social interaction, • Para-social bereavement, • Fandom and the celebrity attitude scale, • The vulnerable, children and adolescents,	Directed reading: McCutcheon, L. (2003). "A cognitive profile of individuals who tend to worship celebrities, <i>Journal of Psychology</i>, 137, 309-322. Swami, V., Taylor, R. and Carvalho, C. (2009). Acceptance of cosmetic surgery and celebrity worship: Evidence of associations among female undergraduates, <i>Personality and Individual Differences</i>, 47, 869-872.

9. 28/03/2019	26/03/2019	Media relationships- online friendships: • The reality of online friends, • The dark and light of online friends, • Romantic relationships, • Self-disclosure, • Familial relationships.	Students provided with two articles to synthesise and discuss: Kraut, R., Kiesler, S., Boneva, B., Cummings, J., Helgeson, V. and Crawford, A. (2020). Internet Paradox Revisited. <i>Journal of Social Issues</i>, 58, 49-74. Kraut, R., et al. (1998). Internet Paradox: A Social Technology That Reduces Social Involvement and Psychological Well-Being? <i>American Psychologist</i>, 53, 1017-1032.
10. 04/04/2019	02/04/2019	Future Trends in Media & Consumer Psychology: Social Media and the Internet. • Social media popularity, • Social media and displays of health risk behaviours, • Neuromarketing, • Sustainability, • Mindful consumption, • Compulsive buying.	Morin, C. (2011). Neuromarketing: The New Science of Consumer Behavior. <i>Society</i>, 48, 131-135. Ohme, R., Reykowska, D., Dawid Wiener, D. and Choromanska, A. (2009). Analysis of Neurophysiological Reactions to Advertising Stimuli by Means of EEG and Galvanic Skin Response Measures. <i>Journal of Neuroscience, Psychology, and Economics</i>, 2, 21-31. Q - Is consumerism and compulsive purchasing on the increase?
<u>Assessment:</u>			

A: Assignment (3000 words) – 70% Essay due 29/03/2018 by 23.59pm
B: Seminar presentation (10 minutes) - 30% Presentation 02/05/2019 9.00am in class and submitted by 23.59pm

Suggested reading list

Brewer, G. (2011). *Media Psychology*. Basingstoke: Palgrave MacMillan.

Giles, D. (2003). *Media Psychology*. New Jersey: Lawrence Erlbaum Associates.

Jansson-Boyd, C.V. (2010). *Consumer Psychology*. Maidenhead: McGraw Hill.

Solomon, M., Bamossy, G., Askegaard, S. and Hogg, M. K. (2009). *Consumer Behaviour – a European Perspective* (4th Edition), Harlow: FT Prentice Hall.