

MODULE CODE: ECAP4004
TITLE: Media Psychology
DATED: 26/04/2018

LEVEL: 4
CREDITS: 20

JACS CODE: C810

AIM(S)

- To introduce students to the psychological theories and concepts that underpin the discipline of media psychology.

LEARNING OUTCOMES

Upon the successful completion of this module, the student should be able to:

- explore the effect of media influence, interaction and representation on human behaviour;
- consider psychological research investigating the pervasiveness of media, and the impact it has on an individuals` attitude, behaviour and cognition;
- take responsibility for their own learning and skill development; including effective personal planning, self-reflection and project management skills.

INDICATIVE CONTENT

- An exploration of the development of media psychology and the recent introduction of the influence of social media.
- Consideration of a range of theories and research relating to media influence and persuasion in areas such as health communication, diet and eating behaviour.
- Exploration of ideas and research relating to celebrity worship, fandom and para-social relationships.
- Consideration of the role of media in communicating representations of race, gender and ethnicity.
- Examination of media representations of criminality, violence and aggression.
- Review the role of the media in the political arena; propaganda, the priming and framing of messages.

LEARNING AND TEACHING STRATEGY

Topics will be introduced in weekly lectures and consolidated through seminars which will vary in format from group exercises and discussions to small group exercises to further develop students' understanding of key theories, concepts and empirical findings within media psychology.

The study time for the module is divided as follows:

Activity type	Hours	Percentage
Scheduled learning	30	15%
Independent learning	170	85%
Placement learning	0	0%
TOTAL	200	100%

ASSESSMENT

Assessment Component 1

☐ Written exam ☒ Coursework ☐ Practical

Mode of assessment	Volume	Weighting
Essay	2,500 words	60%

Assessment Component 2

☐ Written exam ☐ Coursework ☒ Practical

Mode of assessment	Volume	Weighting
Individual Presentation	10 minutes	40%

Assessment Summary

Activity type	Percentage
Written exam	
Coursework	60%
Practical	40%
TOTAL	100%

This module is not linked to a PSRB

READING LIST

Module Code	ECAP4004	
Module Title	Media Psychology	
Classification	Reading List entry	Electronic*
Essential	Brewer, G. (2011). Media psychology. Basingstoke [etc.]: Palgrave Macmillan.	☐
Essential	Flanagin, A., Metzger, M., & Hartsell, E. (2010). Kids and credibility an empirical examination of youth, digital media use, and information credibility (John D. and Catherine T. MacArthur Foundation Reports on Digital Media and Learning). Cambridge, Mass.: MIT Press.	☒
Essential	Giles, D. (2010). Psychology of the media (Palgrave insights in psychology). Basingstoke: Palgrave Macmillan.	☐
Essential	Nahai, N. (2012). Webs of Influence: The psychology of online persuasion. Harlow: Pearson Business.	☐
Further	Blythe, J. (2013). Consumer behaviour (2nd ed.). London: Sage.	☐

Further	Calvert, S., & Wilson, B. (2011). The handbook of children, media, and development (Handbooks in communication and media). Chichester: Wiley-Blackwell.	☐
Further	Jansson-Boyd, C. (2010). Consumer psychology. Maidenhead: McGraw-Hill/Open University Press.	☐
Further	Kock, N. (2011). Media naturalness theory: Human evolution and behaviour towards electronic communication technologies. In Applied Evolutionary PsychologyApplied Evolutionary Psychology, Chapter 23. Oxford University Press.	☒
Further	Ledbetter, A. (2016). Friendship and Social Media. In The Psychology of Friendship (p. The Psychology of Friendship, Chapter 6). Oxford University Press.	☒
Further	Shevy, M., & Hung, K. (2013). Music in television advertising and other persuasive media. In The Psychology of Music in Multimedia The Psychology of Music in Multimedia, Chapter 14). Oxford University Press.	☒
Journal	British Journal of Psychology	☒
Journal	Developmental Psychology	☒
Journal	Journal of Consumer Psychology	☒
Journal	Journal of Media Psychology: Theories, Methods, and Applications	☒
Journal	Journal of Youth and Adolescence	☒
Journal	Personality and Individual Differences	☒
Journal	Perspectives on Psychological Science	☒