

Level Four: Media Psychology ECAP4008

Semester Two – BSc Applied Psychology

Assessments:

1x 2,000 word essay

1x 10 min individual presentation

Lectures

Week	Lecture title and content
1. 30/01/2024	1. What is Media Psychology? Historical & Contemporary Perspectives in Media Psychology.
2. 06/02/2024	2. Interaction in Media Psychology: Persuasion and Advertising in Media Psychology.
3. 20/02/2024	3. Issues in Media Psychology: Food advertising and marketing, fast and junk food, media, eating behaviours and the couch potato.
4. 27/02/2024	4. Issues in Media Psychology: Health Education and Health Promotion.
5. 05/03/2024	5. Interaction in Media Psychology: Celebrities and their influence. Persuasion and Advertising in Media Psychology.
6. 12/03/2024	6. Aggression: Does media attract violent individuals? Are some people 'at risk' from media violence and de-sensitisation.
7. 19/03/2024	7. Issues in Media Psychology: Cyberbullying.
8. 16/04/2024	8. Issues in Media Psychology: Stereotyping, prejudice and discrimination.
9. 23/04/2024	9. Issues in Media Psychology: Sexual Socialisation.
10. 30/04/2024	10. Future Trends in Media Psychology: Social media and the Internet, Social media and displays of health risk behaviours.

Live Seminars –

Relevant Lectures:	Live Seminar content:
1. What is Media Psychology? Historical & Contemporary Perspectives in Media Psychology.	What is media psychology? Session 1 – introduction and background.
Reading for week 1: Bengtsson, S., Fast, K., Jansson, A., & Lindell, J. (2021). Media and basic desires: An approach to measuring the mediatization of daily human life. <i>Communications</i> , 46(2), 275-296. Keles, B., McCrae, N., & Grealish, A. (2020). A systematic review: the influence of social media on depression, anxiety and psychological distress in adolescents. <i>International journal of adolescence and youth</i> , 25(1), 79-93. Rozgonjuk, D., Sindermann, C., Elhai, J. D., & Montag, C. (2020). Fear of Missing Out (FoMO) and social media's impact on daily-life and productivity at work: Do WhatsApp, Facebook, Instagram, and Snapchat Use Disorders mediate that association?. <i>Addictive Behaviors</i> , 110, 106487.	

2. Persuasion and Advertising in Media Psychology.	Persuasion, celebrities, advertising and health. How vulnerable are we? Session 1 – psychological models of persuasion – how do they relate to you? Discussion and application of the models based on practical applications in the real world.
Reading for week 2: Ecker, U. K., Lewandowsky, S., Cook, J., Schmid, P., Fazio, L. K., Brashier, N., ... & Amazeen, M. A. (2022). The psychological drivers of misinformation belief and its resistance to correction. <i>Nature Reviews Psychology</i>, 1(1), 13-29. El Hedhli, K., & Zourrig, H. (2023). Dual routes or a one-way to persuasion? The elaboration likelihood model versus the unimodel. <i>Journal of Marketing Communications</i>, 29(5), 433-454. Wang, Y., Dai, Y., Li, H., & Song, L. (2021). Social media and attitude change: information booming promote or resist persuasion?. <i>Frontiers in Psychology</i>, 12, 596071.	
3. Issues in Media Psychology: Food advertising and marketing, fast and junk food, media, eating behaviours and the couch potato.	The impact of media on eating behaviours: how healthy are we? Session 1 – Media, diet and eating behaviour. The stark contrast between obesity and eating disorders and the media. Are they responsible? Class debate based on reading.
Reading for week 3: Chen, J., & Wang, Y. (2021). Social media use for health purposes: systematic review. <i>Journal of medical Internet research</i>, 23(5), e17917. Lyson, H. C., Le, G. M., Zhang, J., Rivadeneira, N., Lyles, C., Radcliffe, K., ... & Centola, D. (2019). Social media as a tool to promote health awareness: results from an online cervical cancer prevention study. <i>Journal of Cancer Education</i>, 34, 819-822. Steffens, M. S., Dunn, A. G., Leask, J., & Wiley, K. E. (2020). Using social media for vaccination promotion: Practices and challenges. <i>Digital Health</i>, 6, 2055207620970785.	
4. Issues in Media Psychology: Health Education and Health Promotion.	Persuasion, celebrities, advertising and health. How vulnerable are we? Session 1 – Persuasion, advertising and health behaviours – an exploration of the models of behavioural change. Session 2 – Health promotion – what works and what doesn't? Group presentations based around provided reading.

Reading for week 4:

Ritchie, D., Van den Broucke, S., & Van Hal, G. (2021). The health belief model and theory of planned behavior applied to mammography screening: A systematic review and meta-analysis. *Public Health Nursing*, 38(3), 482-492.

Shmueli, L. (2021). Predicting intention to receive COVID-19 vaccine among the general population using the health belief model and the theory of planned behavior model. *BMC public health*, 21(1), 1-13.

5. Interaction in Media Psychology: Celebrities and their influence.

Persuasion, celebrities, advertising and health. How vulnerable are we?

Session 1 – Para-social relationships, who and why? A discussion of the literature: celebrity worship and its effect.

Session 2 – Celebrities and adolescence – measuring the impact of celebrities on the developing individual. Critical discussion of the literature.

Reading for week 5:

Brown, Z., & Tiggemann, M. (2022). Celebrity influence on body image and eating disorders: A review. *Journal of Health Psychology*, 27(5), 1233-1251.

Menon, V., Kar, S. K., & Padhy, S. K. (2021). Celebrity role models and their impact on mental health of children and adolescents: Implications and suggestions. *Journal of Indian Association for Child and Adolescent Mental Health*, 17(2), 210-215.

6. Aggression: Does media attract violent individuals? Are some people 'at risk' from media violence and de-sensitisation.

Critical issues within Media Psychology.

Session 1 – Media and aggression. Debate based on provided reading – two teams to present their arguments based upon the reading.

Reading for week 6:

Bushman, B. J., & Anderson, C. A. (2023). Solving the puzzle of null violent media effects. *Psychology of Popular Media*, 12(1), 1.

Ferguson, C. J., Copenhaver, A., & Markey, P. (2020). Reexamining the findings of the American Psychological Association's 2015 task force on violent media: A meta-analysis. *Perspectives on Psychological Science*, 15(6), 1423-1443.

Khurana, A., Bleakley, A., Ellithorpe, M. E., Hennessy, M., Jamieson, P. E., & Weitz, I. (2019). Media violence exposure and aggression in adolescents: A risk and resilience perspective. *Aggressive behavior*, 45(1), 70-81.

Li, J., Du, Q., & Gao, X. (2020). Adolescent aggression and violent video games: The role of moral disengagement and parental rearing patterns. *Children and Youth Services Review*, 118, 105370.

7. Issues in Media Psychology: Cyberbullying.

Critical issues within Media Psychology.

Session 1 – Cyberbullying and the media – how have things changed from traditional to online bullying and what is the difference. Discussion.

Reading for week 7:

Parris, L., Lannin, D. G., Hynes, K., & Yazedjian, A. (2022). Exploring social media rumination: associations with bullying, cyberbullying, and distress. *Journal of interpersonal violence*, 37(5-6), NP3041-NP3061.

Wang, S. (2021). Standing up or standing by: Bystander intervention in cyberbullying on social media. *New media & society*, 23(6), 1379-1397.

8. Issues in Media Psychology: Stereotyping, prejudice and discrimination.

Critical issues within Media Psychology - stereotyping and Discrimination.

Session 1 – Stereotyping and the media – the last fifty years. A discussion surrounding stereotyping theory and how this relates to the media.

Reading for week 8:

Appel, M., & Weber, S. (2021). Do mass mediated stereotypes harm members of negatively stereotyped groups? A meta-analytical review on media-generated stereotype threat and stereotype lift. *Communication Research*, 48(2), 151-179.

Dixon, T. L. (2019). Media stereotypes: Content, effects, and theory. In *Media effects*. Taylor & Francis.

9. Issues in Media Psychology: Sexual Socialisation.

Session 1 – Sexualisation, sexual objectification, sexual subject and sexual socialisation. What do they mean and why do they matter? Discussion of the research literature based upon provided papers.

Reading for week 9 :

Aley, M., & Hahn, L. (2020). The powerful male hero: A content analysis of gender representation in posters for children's animated movies. *Sex Roles*, 83(7-8), 499-509.

Ward, L. M., & Grower, P. (2020). Media and the development of gender role stereotypes. *Annual Review of Developmental Psychology*, 2, 177-199.

10. Future Trends in Media Psychology: Social Media and the Internet, Social media and displays of health risk behaviours.

Where do we go from here?

Session 1 – The new media influencers – what, when and how? Where do we go from here? Contemporary literature discussion.

Session 2 – End of module summary, the potential of media for harm or happiness? Last minute thoughts.

Reading for week 10:

Sun, Y., & Zhang, Y. (2021). A review of theories and models applied in studies of social media addiction and implications for future research. *Addictive behaviors*, 114, 106699.

Twenge, J. M. (2019). The sad state of happiness in the United States and the role of digital media. *World happiness report*, 2019.

Vannucci, A., Simpson, E. G., Gagnon, S., & Ohannessian, C. M. (2020). Social media use and risky behaviors in adolescents: A meta-analysis. *Journal of adolescence*, 79, 258-274.

