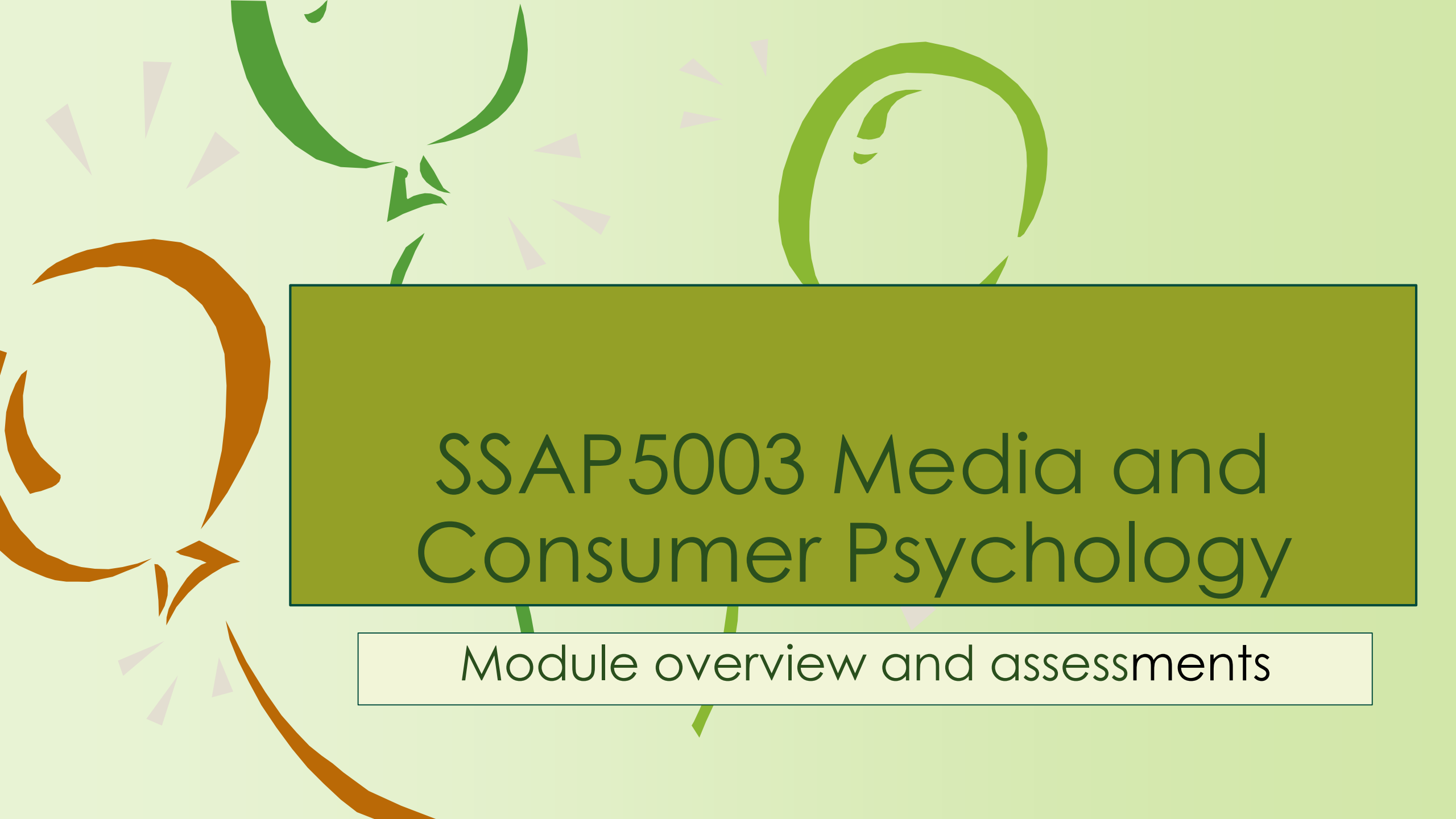
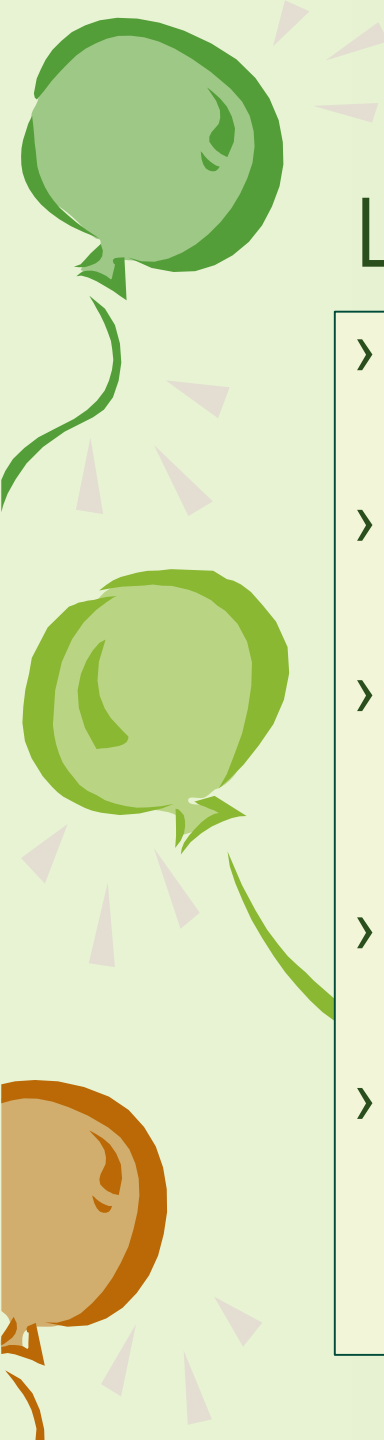




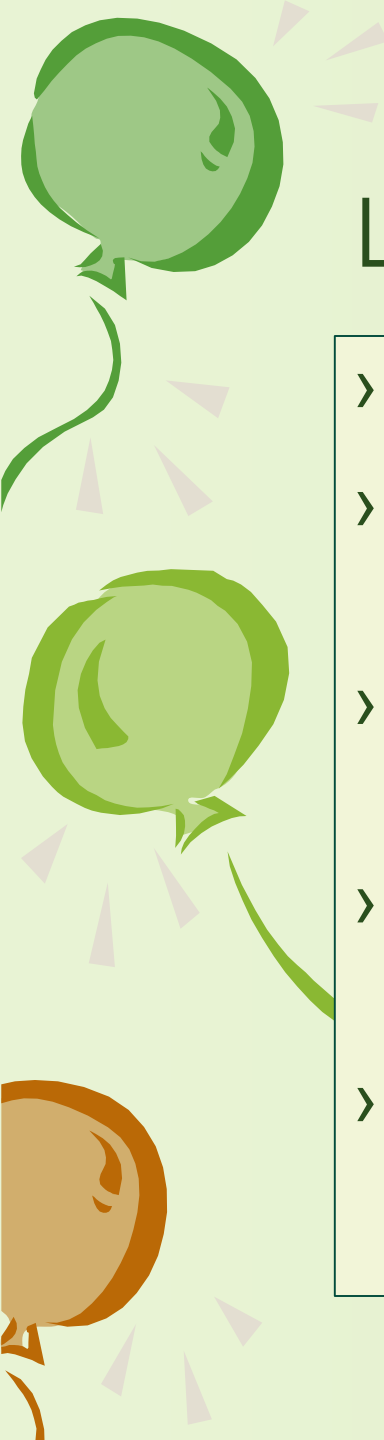
SSAP5003 Media and Consumer Psychology

Module overview and assessments



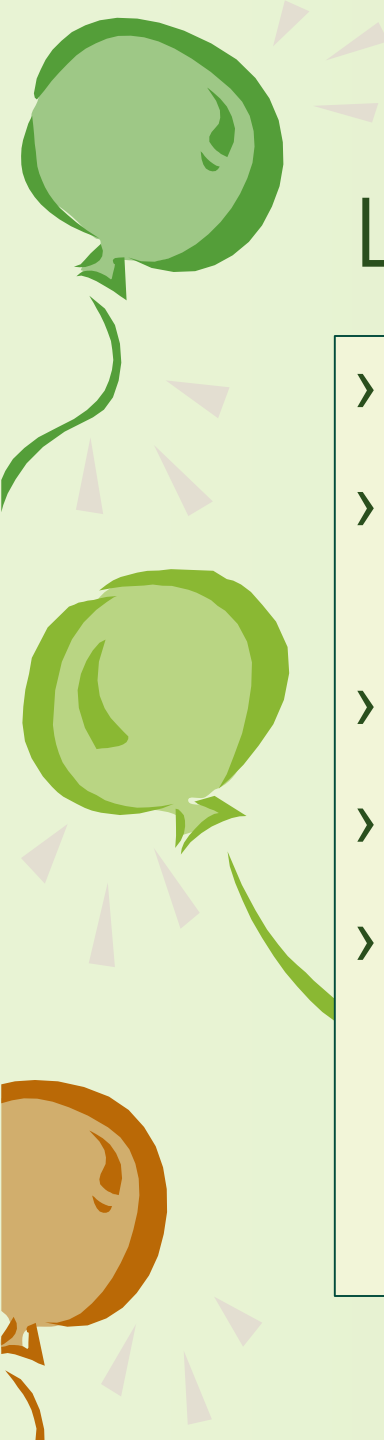
Learning outcomes:

- › Critically evaluate and apply the main theories underpinning consumer psychology;
- › Contextualise understandings of complex issues in consumer psychology;
- › Critically evaluate psychological theory and research exploring the impact of the media's influence on human behaviour;
- › Critically evaluate psychological research investigating human interaction with the media;
- › Organise their knowledge and learning through the use of a range of information resources and present their work at the appropriate level.



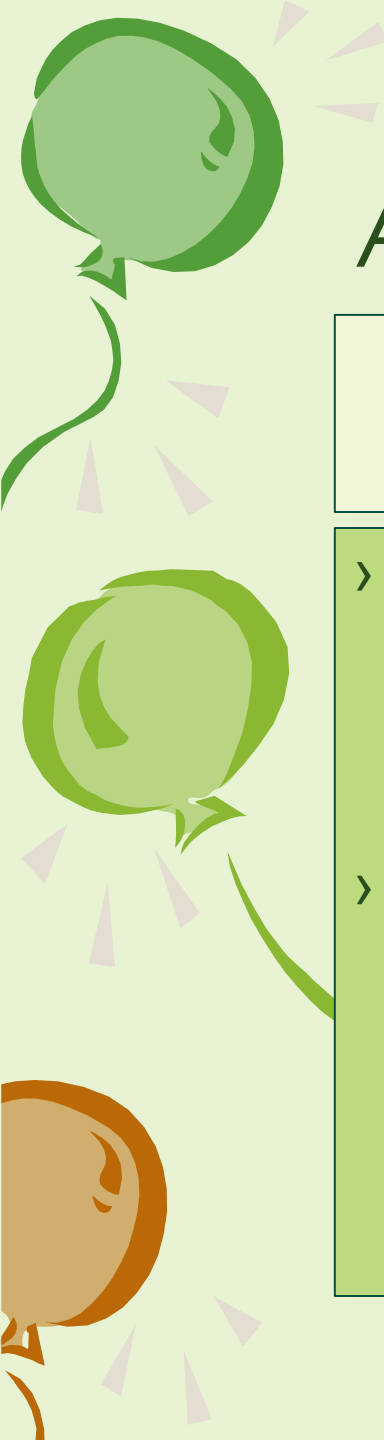
Lecture content:

- › What is Media and Consumer Psychology?
- › Issues in Media and Consumer Psychology – Aggression
- › Issues in Media and Consumer Psychology – Cyberbullying
- › Issues in Media and Consumer Psychology – Stereotyping, prejudice and discrimination
- › Issues in Media and Consumer Psychology – Education and Health



Lecture content:

- › Issues in Media and Consumer Psychology – Obesity
- › Persuasion and advertising in Media and Consumer Psychology
- › Interaction in Media and Consumer Psychology
- › Relationships in Media and Consumer Psychology
- › Future trends in Media and Consumer Psychology



Assessments:

ESSAY – 3000 WORDS (70%)

- › Using empirical evidence, critically explore gender, racial or ethnic stereotyping within the media.
- › Due date: 29th March 2019 23.59pm at the latest.

10 MIN PRESENTATION (30%)

- › Using an attitude scale, conduct research exploring consumer attitudes to a product/service of your choice. With reference to appropriate theory and evidence, present your findings to the rest of your group.
- › Due date: 2nd May 2019 submitted by 9.00am