

Course Syllabus
Department of Psychology
The University of British Columbia

PSYC 325 (Socialization: Media Content and Effects)

Instructor: Sayyed Mohsen Fatemi, Ph.D.

Day & Time: Tuesday and Thursday 9:00 a.m. to 12 p.m.

Office Hours: By Appointment

Contact Information :

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Course Description

This course is on media psychology. We will focus on the developmental, sensory, cognitive, environmental, cultural, narrative, and positive psychology and their implications for media psychology. Our discussions explore theories of personality, systems, interaction, motivation, persuasion, attitude change, and learning within the context of media psychology. On the strength of an overview of some of the primary areas of media psychology, we will discuss the use of psychological theory on emerging media content and presentation—from traditional pictures, sounds, and graphics to new interactive and digital media, the specific benefits of understanding human behavior and experience when working with media applications. Along with a recondite analysis of media effects, we will study how media affects individuals and cultures, and how media can be used for socially constructive purposes. Our journey is meant to be exiting, interesting and illuminating.

Course Aims and Objectives

- Understand the benefits of applying media psychology
- Define media, media literacy and their psychological implications
- Examine media contents and effects and socialization
- Explain media applications in educational, entertainment, health services, commercial or public policy environments
- Learn the implications of media psychology in cognitive, emotional, motivational and behavioral realms.

- Describe the relationship between media and reality construction
- Explain the effective use of media for socially constructive purposes
- Discuss the implications of media psychology and media effect on persuasion, attention, social influence, cognition, engagement, and emotion
- Discuss the psychological techniques in media

Expected Student Learning Outcomes

Students will be able to:

- Understand the psychological power of media and its effects
- Discuss the psychological role of media in creating realities
- Discuss the role of media in politics, advertisement and news
- Understand the role of mindfulness in psychological analysis of media
- Explain the practical implications of media psychology in different realms including persuasion, attention, social influence, cognition, engagement, and emotion
- Discuss developmental, sensory, cognitive, environmental, cultural, narrative, and positive psychology in connection with media psychology
- Discuss media influences on prosocial and antisocial behavior
- Demonstrate knowledge and skills for media psychology, media effects and media content
- Describe the relationship between media and social change
- Explain digital citizenship and its psychological implications

Course Policies and Expectations

The course is meant to be exciting, inviting, engaging and thought provoking. Your participation in the class will increase your rigorous understanding of the course materials. It is expected that you attend classes regularly. Missing more than four classes will deprive you of passing the course.

Required Text Book:

Giles, D, (2010). Psychology of the Media. Basingstoke: Palgrave Macmillan.

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

Recommended Readings:

Bandura, A. (2001). Social Cognitive Theory of Mass Communication. Media Psychology, 3 (265-299).

Assignments and Grading Procedures

1) Class Participation and Attendance- 15%

Your thoughtful responses and your reflective questions to each meeting's readings and presentations will substantiate your active participation.

2) Mid-Term Exam/ Quiz/group activity: Details to be discussed- 35%

3) Final Exam 50%

Course Schedule

DATE	DAY	TOPIC
July 7	Tue	Lecture: Introduction to the course/ What is media psychology? Implications? Ways of thinking about psychology and the media?
9	Thurs	Media and its implications? Media and prosocial and antisocial behavior/media and violence
14	Tue	Mindfulness and its implications for media psychology/media and health communication
16	Thurs	Methods for studying media and psychology/ media and persuasion/body image, eating disorders and the media/media and advertising
21	Tue	Media and creating realities/media and perception/media and social influence/ internet and interaction/computer and media games
23	Thurs	Framing and the psychology of news influence/developmental psychology and the media
28	Tue	Media and representation/portrayal of crime/racial and ethnic stereotyping
30	Thurs	Media and politics/ media and the audience/celebrity and para social relationships/
Aug 4	Tue	Audience participation media/media and culture
6	Thurs	Media and cultural contexts. Theories of media. Psychology of film analysis
11	Tue	Group activity
13	Thurs	Group activity
		<i>Final exam TBA (to be announced)</i>

Other Useful Information

The course is meant to be exciting, inviting, engaging and thought provoking. Your participation in the class will increase your rigorous understanding of the course materials. Please make sure that you attend classes regularly.

Psychology Department's Policy on Grade Distributions and Scaling

In order to reduce grade inflation and maintain equity across multiple course sections, all psychology courses are required to comply with departmental norms regarding grade distributions. According to departmental norms, the mean grade in a 300-level class is 70 for a good class, 68 for an average class, and 66 for a weak class, with a standard deviation of 13. The corresponding figures for 100- and 200-level Psychology courses are 67, 65, and 63, with a standard deviation of 14. Scaling is likely to be used in order to comply with these norms; grades may be scaled up or down as necessary by the Professor or Department.

Psychology Department's Position on Academic Misconduct

Cheating, plagiarism, and other forms of academic misconduct are very serious concerns of the University, and the Department of Psychology has taken steps to alleviate them. In the first place, the Department has implemented software that can reliably detect cheating on multiple-choice exams by analyzing the patterns of students' responses. In addition, the Department subscribes to TurnItIn--a service designed to detect and deter plagiarism. All materials (term papers, lab reports, etc.) that students submit for grading will be scanned and compared to over 5 billion pages of content located on the Internet or in TurnItIn's own proprietary databases. The results of these comparisons are compiled into customized "Originality Reports" containing several, sensitive measures of plagiarism; instructors receive copies of these reports for every student in their class.

In all cases of suspected academic misconduct, the parties involved will be pursued to the fullest extent dictated by the guidelines of the University. Strong evidence of cheating or plagiarism may result in a zero credit for the work in question. According to the University Act (section 61), the President of UBC has the right to impose harsher penalties including (but not limited to) a failing grade for the course, suspension from the University, cancellation of scholarships, or a notation added to a student's transcript.

All graded work in this course, unless otherwise specified, is to be original work done independently by individuals. Do not use Google/Yahoo/MSN Search/etc. to find articles for assignments in this course. Do use any of the indexes and databases listed under Indexes and Databases, Subject Resources, OneSearch or Metasearch on the Library's website at <http://www.library.ubc.ca>. (Not sure which index to use? Click HELP on the library homepage at www.library.ubc.ca or try Subject Resources.)

If you have any questions as to whether or not what you are doing is even a borderline case of academic misconduct, please consult your instructor. For details on pertinent University policies and procedures, please see Chapter 5 in the UBC Calendar (<http://students.ubc.ca/calendar><http://www.library.ubc.ca>. (Not sure which index to use? Click HELP on the library homepage at www.library.ubc.ca or try Subject Resources.)

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