

B-IBM-M 6.2 Media Psychology

Code B-IBM-M 6.2	Workload 125 h	Duration 1 Semester	Workload 28 h physical synchronous contact hours
Level Bachelor	ECTS-Credits 5	Frequency both WS and SS	0 h online synchronous contact hours
Module Responsibility Dr. Lisa Aelker	Teaching Units 28	Language of Instruction English	28 h guided private study hours 69 h private study hours

Courses

Learning Outcomes/Competencies

The students who have successfully completed the module are able to:

- present and explain the results of research in organizational psychology,
- use subject-specific methods to deal with questions from organizational science and practice,
- identify problem areas of organizational design and to develop proposals for solutions,
- explain the structure and services of the consulting market and
- critically assess and evaluate consulting projects and consulting services.

Module Content

Basics of Media Psychology

- Subject matter and history of media psychology
- Media theoretical approaches
- media Management

Media Use and Media Impact

- Theoretical approaches and empirical results of media use research
- Excessive and pathological media use
- Fundamentals of media effects research
- Media Socialization
- Social effects

Problem and Application Fields of Media Psychology

- Use and impact of film and television
- News and Information
- media entertainment
- Learning with media
- Media and violence
- Computer games
- Internet and social media
- Computer mediated communication
- Mobile communication
- Human-computer interaction and virtual environments
- Political communication
- Dysfunctional aspects of media use (e.g. jealousy, violence, cyberbullying)

Media Literacy and Media Education

- Models and dimensions of media literacy
- Media education
- Media awareness

Selected Methods of Media Psychology

- Content analyses of media offers
- Telemetric methods
- Psychophysiological impact research
- real-time response measurement
- Usability Testing

Analysis and Discussion of Current Practical Examples

- Case studies from TV, radio and Internet
- Analysis and evaluation of current contributions
- Evaluation criteria of media contributions
- Reflection on the contents worked out and outlook on career prospects

Learning Activities and Teaching Methods

Physical Synchronous Contact Hours:

Lecture, interactive development of the contents, exercises in the form of small group work, case studies and role plays, short presentations

Online Synchronous Contact Hours:

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Guided Private Study Hours:

Prepared learning material in the form of digital literature and other specialist texts, learning videos, case studies and learning tasks as individual or group tasks, research tasks, preparation of short presentations.

Private Study Hours:

Accompanying study of literature, preparation of the academic paper.

Pre-Requisites

The successful completion of the following modules is recommended:

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| B-IBM 2.1 | Mathematics and Statistics I |
| B-IBM 2.2 | Mathematics and Statistics II |
| B-IBM 4.1 | Marketing, Social Media Marketing and E-Commerce |
| B-IBM 4.2 | Market Research and Empirical Research Methods |
| B-IBM 4.3 | Consumer Behavior and Market Psychology |

Assessment Methods and Evaluation Criteria

Students complete this module with an academic paper (12-15 pages). Further details are specified in guidelines provided by the examination office.

Group work is permitted. The maximum group size is 5 students. In this case, it must be possible to clearly define and assess each student's individual performance on the basis of specified sections, page numbers or other objective criteria.

A pass in this module is achieved when the overall grade is greater than or equal to 4.0.

Value of Module Grade for Final Grade

5/170 ECTS credit points in Bachelor's degree programs of the integrated system of the faculty of Business & Media according to §1 (2) PO BT.

5/170 ECTS credit points in Bachelor's programs with an internship semester in the integrated system of the faculty of Business & Media according to §1 (2) PO BT.

Literature

Dill, K. E. (2014). *The Oxford Handbook of Media Psychology*. Oxford: Oxford University Press.

Eysenck, M. W., & Keane, M. T. (2015). *Cognitive Psychology: A Student's Handbook* (7th ed.). London: Psychology Press.

Giles, D. (2010). *Psychology of the Media*. London: Red Globe Press.

Mc Mahon, C. (2019). *The Psychology of Social Media*.

Oxfordshire: Taylor & Francis Ltd. Pligt, J., & Vliek, M. (2016).

The Psychology of Influence. Oxfordshire: Routledge.