1. **A Definition of Media Psychology and the Media Studies KA**
   2. Specific objectives.
   3. Conceptual Areas of Exploration and Overview of the Requirements

2. **Readings**

   **The Specialty Field of Media Psychology**

   **A Definition of Media Psychology**

   This KA is generally part of a sequence and may be taken individually or as part of the Media Psychology Program. Core KAs in the Media Psychology Program are Media Psychology (764), Advanced Media Psychology (766), and Media Studies, (767). This Syllabus is specifically for KA 767

   **Introduction.**

   Broadly defined, media psychology encompasses the behavioral aspects of media in activities, events, theories, and practices regarding the effects and behaviors stimulated by media elements. These include pictures, sound, graphics, and content and their effects on the senses and intelligences. More specific individual definitions may be refined when one examines the psychology of constructing or accessing programs or services on an individual or societal level, using attention, behavior, physical, intellectual, and cultural change as measures.

   Sensory and cognitive psychology, systems theory, human development, motivation and learning and communications theory are all overlapping and synergistic specialties having implications for media psychology.

   **What is Expected of You in this Assessment in Media Studies**

   This syllabus describes the requirement for the Media Studies (Psych 767) specialization in Media Psychology. It is an applied course and is based on a research, an applied demonstration project that is conceived of in conjunction with the advice and acceptance by the KA faculty member. It is a practical KA and may also include an internship, work related task type applied experience, research project or other acceptable applied project that develops specific understandings and skills in Media Psychology. It may be handled in a similar way as a practicum or may be a specific research project in preparation for professional research, project development, or a business development initiative whose focus is in the realm of media studies.

   **Specific Objectives of KA 767 include:**
• Identification, planning, development, design and preparation of a plan for a specific project in
the application of media psychology or the study of media effects. It is not necessary to carry out
the project, if it is a large production or major research project, but it is intended that the complete
plan for implantation be the outcome. If it is reasonable and agreed with the faculty assessor, the
project may be carried out. A purpose of this KA is to demonstrate application skills with media
psychology projects.

• Demonstrating the ability to conceptualize, create a strategy, and work through the details of a
significant application in an area or research related to the study of media effects.

• Practical application of media and psychology, which might include a practicum type
application, preparation of a presentation, production of a product, or conduct of a specific
project, which demonstrate growing understanding in applications, related to media psychology.

• Submission of a project product that is either a media application, research study report,
presentation, published article or other acceptable result agreed with the faculty assessor.

Conceptual Areas of Exploration in Media Psychology: KA 767

It is intended that the student gain specific work related experience such as internship type
activity or, conduct specific research on media effects on other dimensions of media and
audience interaction. Each project should be in an area related to the field of media psychology
and which demonstrates evolving professional interest and focus of the student. Examples of
areas where applied projects in Media Studies may be developed include but are not confined to:

1. Identifying new methodologies to harness and direct multi-sensory input.
2. Applying the outcomes of research in all aspects of human motivation and media.
3. A project in computer assisted psychology or psychotherapy
4. A media psychology application in teacher education programs.
5. A systems application related to media in which the product is a CD, Video or other
media product which demonstrates linkage between media and psychology.
6. Projects increasing both professional and public understanding of media psychology.
7. Projects encouraging more media related learning theory in psychology graduate schools
and in graduate schools of education.
8. Projects helping corporations understand the need for media psychologists in formulating
their training and marketing programs.
9. Projects which increase understanding of the social and psychological effects of media
forces.
10. Projects applying the effects of marketing and advertising on children and adults in all
media related areas.
11. Applications examining intercultural dissonance, global applications, differences between
and within cultures to our 21st century world.
12. Commercial applications using the principles of psychology.
13. Extending research on both the ethics and effects related to media psychology.

14. Projects dealing with the special challenges faced by the ever-growing senior citizen population. Psychologists can help design programs using TV, phones, and computers to connect seniors with one another and their families making special accommodations like using enlarged print on computer screens, amplification devices on telephones, etc.

15. Creating programs that create a nexus between media and behavior in working with challenged populations.


17. Working in all areas of entertainment including the development of games, children’s programs, reference programs, documentaries, and other media products.

18. All aspects of television, cinema, DVD, and telecommunications.

19. Forensic media that includes expert work in media disputes and research, including facilitating dispute resolution in media matters.

Projects in Media Studies should include the application of methods used in applied qualitative or quantitative research. This includes using media inquiry techniques and research, design, expert opinion methodologies appropriate to the study of media effects:

Students are encouraged to experiment with various methods and techniques which may include collecting and interpreting Qualitative Data, from:
- interviews
- texts
- transcripts
- Validity and Reliability in Media Studies
- Focus Group Research Methods and Techniques
- General Design Issues in the Study of Media Effects
- Media Case Study Design
- Media Sampling Methods
- Making Sense of Qualitative Data
- Beyond the Data: Analyzing Media Theories
- Metaphors and Media Effects
- Methods of Narrative Analysis
- Measuring Instructional Results
- Descriptive Studies
- Action Research as a Media Approach

It is expected that all projects will result in a tangible result such as a research report, product, manual or work related document or presentation.

Introductory Readings
The list of principal sources has been selected because these books establish the theoretical framework for media psychology. You may select from these or other seminal works based on your particular specialty interest and in consultation with your professor. An updated reading list will be provided on agreement with the professor.

Principal Sources


Research articles and essays found online at the Journal of Media Psychology.

**Supplementary Sources**


Recommended Readings for Depth Assessment


Questions or matters for discussion may be directed to Dr. Bernard J. Luskin or Dr. Stuart Fischoff