

MEDIA PSYCHOLOGY

Psychology Program
Fielding Graduate Institute
Santa Barbara, California

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1. A Definition of Media Psychology
 2. What is Expected of You for an Assessment in Media Psychology: specific objectives and outcomes
 3. Overview of the Specialty Field of Media Psychology
 4. Guide to Breadth Requirements
 5. Guide to Depth Learning and Assessment
 6. Guide to Applied Questions, Issues, and Projects
 7. Introductory Readings
 - 7.1 Principal Sources
 - 7.2 Supplementary Sources
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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 (765), and Media Studies, (766). This Syllabus is specifically for KA 764.

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 for an Assessment in Media Psychology

This syllabus describes the specialization in Media Psychology, which is available to students interested in integrating the relevant aspects of knowledge from social science, including psychology into various conceptual models as they apply to media and telecommunications. Media psychologists will be prepared to work collaboratively in health, family, consumer, public, political, and educational fields where media and behavior are significant. The specialty recognizes the emergence of medical media psychology in enhancing public understanding of health issues, patient education, training of health care professionals and media assisted modalities. Media psychology is a health specialty in behavioral medicine, medical and dental schools as well as in a variety of commercial and public settings.

Media psychology has a distinct place in education, including motivation and learning and is central to emerging new knowledge about learning. Media psychology is fundamental in all areas that embrace uses of media and telecommunications programs and services.

Media psychology is seminal to entertainment, publishing, public policy and commerce.

Media psychology may also be studied as a singular cross-disciplinary knowledge area or as a single knowledge area having specific focus as part of a student's broader program when the student's primary concentration is in a different specialty. Specific arrangements may be worked out individually with the knowledge area professor. For further information, you may contact Dr. Bernard J. Luskin at the following numbers. Tel: (805) 495 0355. Fax: (805) 495 0353 or by E-mail: bluskin@fielding.edu

The specific requirements of this KA include three parts. They are, an Overview, In Depth and Applied. This may be composed of a paper, plus an activity that brings focus and results in an application, such as a product, article, or participation agreed upon with your faculty assessor. Each learning contract is individualized between the student and the professor.

Specific Objectives and Outcomes of KA 764

In successfully completing KA 764, Media Psychology, you will:

- Overview paper. Identify, examine, define and demonstrate understanding of a minimum of fifty theories in psychology that apply to media communication. This may be in the form of a paper not to exceed twenty pages.
- Understand the career possibilities and scope of media psychology as it applies in commerce, health services, entertainment, education, and public policy.
- In Depth Paper. Demonstrate an understanding of theories of psychology as applied to media, through the preparation of a one in depth paper that examines an application of media psychology in one of the fields noted above. This paper shall include a description of media psychology initiatives in the field.
- Applied. Prepare a researched project or publishable article, or other agreed upon project, activity, or presentation applying a minimum of one theory, in depth, including a review of the literature.
- Applied. Provide an annotated list of key books, research reports and articles that demonstrate study in developing a broader understanding of media psychology.

Overview of theMedia Psychology KA 764

The Faculty assessor will provide a sample list of theories in psychology that apply to media. The overview part of this KA shall include a personal definition of an agreed number of theories for the purpose of developing vocabulary and a thought process that will lead to the application of theory to practice.

Example areas of study in Media Psychology may include:

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. Enhancing clinical psychology by:
 - Exploring and analyzing further research.
 - Studying the inclusion of audio-visual elements.
 - Forming special interest groups.
 - Examining methods of sharing information via the new media, especially the Internet.
 - Facilitating international communication.
 - Perfecting the practice of clinical psychology using new technologies.
 - Reframing traditional training and career options in psychology.
4. Increasing attention to media psychology in teacher education programs through conducting specific projects.
5. Extracting and reporting about new knowledge from neuroscience, medicine, human development, cognitive psychology and systems theory related to media and establishing the linkage between that new knowledge 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 socio-psycho media effects.
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.
16. Projects developing all aspects of distance learning.
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 which includes expert work in media disputes and research, including facilitating dispute resolution in media matters.

Examples of Conceptual Questions and Issues

1. What fields benefit from significant understanding and application of media psychology?

2. What is the nexus between psychology and media? What theories in psychology enhance the use of media and how?
3. How do major applications in such areas as perception, attention, learning, memory, to name several examples, apply in media psychology.
4. What are specific benefits of understanding human behavior when working with media applications in educational, entertainment, health services, commercial and public policy environments?
5. What are the major research areas in media psychology?
6. Why is media psychology an important and growing field?
7. Why is the study of media effects important?
8. What is the relationship between Media Studies and Media Psychology?

CONCEPTS INCLUDED IN THE STUDY OF MEDIA EFFECTS

Bernard Lushkin, PhD

Following is a working list of various theories and areas of study (ologies) that are included in the Fielding Graduate Institute concentrations in Media Psychology and/or Media Studies. Each represents a concept to be studied and may be included as electives, taken individually or in combination depending on the agreement with the faculty assessor. Electives in Media Psychology are taken through the procedures provided for Psych 769, Special Topics. The list below is for purposes of example and enumerates many of the theories in psychology that may be applied to media. These psychologies are among those introduced in PSY 764 and ELC781 and may be explored in depth and applied to media centric technologies in practica, research projects and special studies in media effects throughout one's program. One purpose in providing this list is to show the scope of subjects included in media psychology, which is an emerging, changing and growing twenty-first century field of study.

Concepts and Theories:

Synesthetics

Semiotics

Semantics

Psychologies related to Television, Motion Pictures, CD and other blended media

Psychologies related to newspapers, radio and other media

Phenomenology

Neuroscience and media

Personality theory and media

Emotions and Media: The Amygdale Theory

Range of Emotion

Involving Behaviors

Empathy and Accurate Empathy

Subliminal communication and suggestion

The psychologies of control

The psychologies of persuasion

Captology

Maptology

Psychovisualization

Repetition

Violence and media

Cognitive dissonance
Perception and Reality
Attention: Pay attention
Addiction: Positive and Negative
Forced feedback techniques
Cinamatherapy
Absence of Presence
Color
Sound
Learning and motivation
Brain based learning
Memory: short and long term
Mastery
Retention
Trying
Learned Helplessness
Success
Intelligence, multiple and specific intelligences
Literacies, multiple and specific
Forced feedback techniques
Psychosocial bias
Subtractive bilingualism
Presence
Pscybermedia
Robotics
Artificial Intelligence
Feedback techniques
Emoticons
Affect regulation
Gestalt theory
Fuzzy Logic
Iconography, including emoticons
Power of the Situation
Learning Psychologies
Distributed Learning Techniques
Learning Management Systems
Semantic Memory
Forensic Media
Subtractive Memory
Synesthetics and Sensory Psychology
Semiotics and Symbolic Literacy
Language semantics, enunciation, pronunciation, and dialectical dissonance
Portrayal of Psychologists in the media
Computer assisted psychotherapy
Animation and media communication
Telemedicine
Blogs
Media Ethics
Forensic Media
Phishing

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 seminal works based on your particular specialty interest and in consultation with your professor.

Principal Sources

- Luskin, B. J., & Friedland, L. (1998). Task force report: Media psychology and new technologies. Encino, CA: Media Analyst Publishing.
- Negraponte, N. (1995). Being digital. New York: Alfred A. Knopf.
- Trout, J., & Rivkin, S. (1997). The new positioning: The latest on the world's #1 business strategy. New York: McGraw-Hill.
- Luskin, Bernard J., (2003) Casting the Net Over Global Learning: New Developments in Workforce Training and Online Psychologies, Griffin Publishing, Orange Count California (Link: www.PrivateLessons.net)

Supplementary Sources

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- Cialdini, R. B. (1993). Influence: The psychology of persuasion. New York: Quill.
- Doyle, M. (1993). The future of television: A global overview of programming, advertising, technology and growth. Lincolnwood: NTC Publishing Group.
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- Leonard, G. (1992). Mastery. New York: Plume.
- Levine, J. R., Baroudi, C., & Young, M. L. (1997). The internet for dummies. Chicago: IDG Books Worldwide.
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- Maltz, M. (1960). Psycho-cybernetics. New York: Pocket Books.
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- Recommended Readings for Depth Assessment
- Glasser, W. (1981). *Stations of the mind*. New York: Harper & Row.
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- Ippa, N. V., & Anderson, K. (1988). *Advanced interactive video design: New techniques and applications*. White Plains, NY: Knowledge Industry Publications.
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Questions or matters for discussion may be directed to Dr. Bernard J. Luskin, Director, Media Psychology Program, Tel: (805) 495 0355 , Fax: (805) 495 0353, E-mail: bluskin@fielding.edu .