

Media Psychology

Spring 2018
Tuesday and Thursday 12:30 – 2:00pm
DRAFT

Instructor

Matthew S. Eastin, PhD

Associate Professor

Office Hours: Wednesday Tuesday and Thursday 9am to 11:00am

BMC: 4.324

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Required Resources

1. All reading will be located on Canvas or handed out in class.

Course Goals

This class is designed so that each student will develop a thorough understanding of media engagement. We will discuss different theoretical frameworks practically and theoretically to understand the psychology behind media consumption. In many cases, this will allow you to examine each theoretical area within the context of your research interests.

Grade Breakdown

93-100 = A	87-89 = B+	77-79 = C+	65-69 = D+	59 and below = F
90-92 = A -	83-86 = B	73-76 = C	60-64 = D	
	80-82 = B -	70-72 = C -		

Course Structure

At the start of each class, I will generally present a few core ideas and then open the class up for discussion. Many classes will be led by students (see below for details)! Following our general discussion, teams of students will develop a DISCUSSION surrounding the topic of the day. Research for your “DISCUSSION topic” will be in addition to the assigned readings (discussed below) and should contextualize the class to fit your interests. All other assignments and deliverables will be discussed during class.

Make-up Policy

Academic Dishonesty

Any form of academic dishonesty, including plagiarism, manufacturing quotes or sources, using another’s reporting, research or quotes without giving proper attribution, will result in an automatic grade of “F” for your assignment, possibly the course and possibly worse. If you’re ever unsure whether you’re crossing the line, ask – that’s what good practitioners and good journalists do. Here’s the basic university policy on academic dishonesty: <http://deanofstudents.utexas.edu/sjs/academicintegrity.html>

Special needs

The University of Texas at Austin provides upon request appropriate academic adjustments for qualified students with disabilities. Any student with a documented disability who requires academic accommodations should contact Services for Students with Disabilities (SSD) at (512) 471-6259 (voice) or 1-866-329-3986 (video phone). Faculty are not required to provide accommodations without an official accommodation letter from SSD. Please see me at the beginning of the semester if you have special needs or require alternative testing.

Tentative Nature of this Syllabus

This syllabus represents a contract in the works. Events that transpire during the quarter may, in rare circumstances, require me to modify the syllabus. I will announce the modification in class and on the course Bb. Meaning the syllabus will update weekly with new reading and any changes in topics. Ultimately, it is your responsibility to keep up with any such modifications and be aware of current policies, deadlines, etc.

Schedule (Subject to change due to discussion)

Date	Topic	Readings
	Class Introduction Presenting Techniques	
	Origins of Media Group Formation and Big Idea Introduction	1. Mass Communication Theory. pp 1-118
	Concept Explication Presentation Exercise	1. Concept Explication: An overview. pp 1 - 42 2. TBA
	Attitudes	1. Attitude and Attitude Change. 2. A General Connectionist Model of Attitude Structure and Change: The ACS (Attitudes as Constraint Satisfaction) Model

	Graduate Students:	<p>3. The Meta-Cognitive Model of Attitudes: Implications for attitude measurement, change, and strength.</p> <p>4. TBA</p>
	<p>Paper Development Meeting #1</p> <p>No Class – Each student will participate in a 15 min meeting with Dr. Eastin.</p>	
	<p>Audience Motivation: An overview for those who have not been paying attention</p> <p>Graduate Students:</p>	<p>1. Social Cognitive Theory of Mass Communication.</p> <p>2. Uses and Gratifications Theory in the 21st Century.</p> <p>3. TBA</p>
	<p>Audience Engagement</p> <p>Graduate Students:</p>	<p>1. TBA</p> <p>2. TBA</p> <p>3. TBA</p>
	Problem Solving Day	
	Spring Break	
	<p>Psychology of Media – mobile and virtual connects</p> <p>Graduate Students:</p>	<p>1. TBA</p> <p>2. TBA</p> <p>3. TBA</p>

	Paper Development Meeting #2 No Class – Each student will participate in a 15 min meeting with Dr. Eastin.	
	Media Equation Graduate Students:	1. The Media Equation 2. Interpersonal Distance 3. Good versus Bad 3. TBA
	Short Group Meeting – Topic TBA Graduate Students:	1. TBA 2. TBA 3. TBA
	Arousal and Emotion Graduate Students:	1. TBA 2. TBA 3. TBA
	Paper Development	
	Final Papers are Due	

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