

# Course Information- Understanding of Media Psychology

- [Subject Outline](#)
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## **summary**

Understanding Media Psychology deals extensively with the impact of media and media content on people's psychology. I hope this lecture will help you understand how media and human psychology interact and influence each other. Based on this, I hope to broaden the overall understanding of the media and human beings.

## **Medium name**

- TV lecture and multimedia lesson

## **Broadcast schedule**

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## **lecture content**

- TV lecture and multimedia lesson

Count	Broadcast date	Lecture Topic	The details	Textbook Pages	Professor in charge
1	2016/08/17 (Wed)	Introduction to Media Psychology	<ul style="list-style-type: none"> <li>● Examine the psychological process of processing media information</li> <li>● Explore the nature of media stimuli affecting the psychological processing of media</li> <li>● Learn why people choose certain media stimuli</li> <li>● Introduce research methods that are mainly used in media effects research.</li> </ul>		Ok Tae Kim
2	2016/08/24 (Wed)	Methodology of Media Psychology	<ul style="list-style-type: none"> <li>● Examine the strengths and weaknesses of experimental studies and experimental design methods with a case study</li> </ul>		Ok Tae Kim

Count	Broadcast date	Lecture Topic	The details	Textbook Pages	Professor in charge
			<ul style="list-style-type: none"> <li>● Definition and type of effects of media</li> <li>● Comparison of various types of effects caused by media</li> <li>●</li> </ul>		
3	2016/08/31 (Wed)	Type of media effect	<ul style="list-style-type: none"> <li>● Presentation of historical changes in media effects research</li> <li>● Study of the relationship between media effects research and media policy</li> </ul>		Ok Tae Kim
4	2016/09/07 (Wed)	Media and violence	<ul style="list-style-type: none"> <li>● Definition of media violence</li> <li>● Comparison of theories on the effects of media violence</li> <li>● Criticism of false beliefs related to media violence</li> <li>● Understanding of addiction in games and smartphones</li> <li>● Discussing causes and solutions of addiction</li> </ul>		Ok Tae Kim
5	2016/09/14 (Wed)	Media addiction			Ok Tae Kim

Count	Broadcast date	Lecture Topic	The details	Textbook Pages	Professor in charge
6	2016/09/21 (Wed)	Media and sexual expression	<ul style="list-style-type: none"> <li>● Understanding the types of sexual expressions in the media</li> <li>● Identifying the standards and judgments of pornography</li> <li>● The effects of pornography on sexual values, attitudes and behaviors</li> <li>● Relationship between pornography and sex crimes</li> <li>● What are the positive effects of the media?</li> <li>● Understand the relationship between media and prosocial behaviour.</li> <li>● Explain why positive effects occur.</li> <li>● How to use media positively.</li> </ul>		Ok Tae Kim
7	2016/09/28 (Wed)	Positive media effects			Ok Tae Kim

Count	Broadcast date	Lecture Topic	The details	Textbook Pages	Professor in charge
8	2016/10/05 (Wed)	News and Reality Awareness	<ul style="list-style-type: none"> <li>● Understand the function of media and types of news.</li> <li>● Focus on the theory of framing about how news forms the social agenda.</li> <li>● Relevant theories about how news affects people's perceptions.</li> <li>● Definition and function of advertising</li> <li>● Definition and type of advertising effect</li> </ul>		Ok Tae Kim
9	2016/10/12 (Wed)	Advertising effect	<ul style="list-style-type: none"> <li>● Reason and process of advertising effect</li> <li>● Understanding of various advertising theories and models</li> </ul>		Ok Tae Kim

Count	Broadcast date	Lecture Topic	The details	Textbook Pages	Professor in charge
10	2016/10/19 (Wed)	Media entertainment	<ul style="list-style-type: none"> <li>● In addition to the impact of individual moods on selective exposure of media, how do people manage their moods through the selective use of media?</li> <li>● The meaning of empathy and the enjoyment of drama.</li> <li>● The enjoyment of tragedy and sports programs.</li> <li>● Characteristics of Internet Communication</li> <li>● Definition and Cause of Cyber Violence</li> </ul>		Ok Tae Kim
11	2016/10/26 (Wed)	Internet psychology	<ul style="list-style-type: none"> <li>● Definition and Function of Online Communities</li> <li>● Major Issues Related to the Internet Public Forum</li> </ul>		Ok Tae Kim

Count	Broadcast date	Lecture Topic	The details	Textbook Pages	Professor in charge
12	2016/11/02 (Wed)	Social Media and Relationship Psychology	<ul style="list-style-type: none"> <li>● Definition and Status of Social Media and SNS</li> <li>● Relationship between Social Media and Psychology</li> <li>● Psychological Principles of Social Media Use</li> <li>● Psychological Phenomena in Social Media</li> <li>● Issues of Recent Issues Related to Social Media</li> <li>● The changes that mobile media has made to individuals, societies and industries.</li> </ul>		Ok Tae Kim
13	2016/11/09 (Wed)	Mobile media	<ul style="list-style-type: none"> <li>● Motivation and fulfillment of mobile media.</li> <li>● The meaning and current status of addictions related to mobile media.</li> </ul>		Ok Tae Kim
14	2016/11/16 (Wed)	Psychology of the Game	<ul style="list-style-type: none"> <li>● Definition of game</li> <li>● Classification of game by platform and genre</li> <li>● Motivation of game</li> <li>● Relationship between game addiction and aggressiveness</li> </ul>		Ok Tae Kim

Count	Broadcast date	Lecture Topic	The details	Textbook Pages	Professor in charge
15	2016/11/23 (Wed)	New Media (eBook, Augmented Reality, 3D)	<ul style="list-style-type: none"> <li>● Features of eBook</li> <li>● Definition and Features of Augmented Reality</li> <li>● Motivation of Use of 3D Technology</li> </ul>		Ok Tae Kim

- Attendance class

division	Lecture Topic	The details	Textbook Pages	Lecture
1	Instructor Discretion			

#### Evaluation method and question range

Evaluation Type	Assessment Methods	Scope of question	Remarks
Attendance class	Assignment Type	Instructor Discretion	

**Note: The above information is subject to change, so please refer to the academic bulletin.**

#### references

- Signature: Understanding of Media Psychology / Author: Ok-tae Kim, Hong-sik Yoo, Yong-guk Jung / Publisher: KNOU / Year of publication: 2015

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