

Course Information- Understanding of Media Psychology

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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"> ● Examine the psychological process of processing media information ● Explore the nature of media stimuli affecting the psychological processing of media ● Learn why people choose certain media stimuli ● Introduce research methods that are mainly used in media effects research. 		Ok Tae Kim
2	2016/08/24 (Wed)	Methodology of Media Psychology	<ul style="list-style-type: none"> ● Examine the strengths and weaknesses of experimental studies and experimental design methods with a case study 		Ok Tae Kim

Count	Broadcast date	Lecture Topic	The details	Textbook Pages	Professor in charge
			<ul style="list-style-type: none"> ● Definition and type of effects of media ● Comparison of various types of effects caused by media ● 		
3	2016/08/31 (Wed)	Type of media effect	<ul style="list-style-type: none"> ● Presentation of historical changes in media effects research ● Study of the relationship between media effects research and media policy 		Ok Tae Kim
4	2016/09/07 (Wed)	Media and violence	<ul style="list-style-type: none"> ● Definition of media violence ● Comparison of theories on the effects of media violence ● Criticism of false beliefs related to media violence ● Understanding of addiction in games and smartphones 		Ok Tae Kim
5	2016/09/14 (Wed)	Media addiction	<ul style="list-style-type: none"> ● Discussing causes and solutions of 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"> ● Understanding the types of sexual expressions in the media ● Identifying the standards and judgments of pornography ● The effects of pornography on sexual values, attitudes and behaviors ● Relationship between pornography and sex crimes ● What are the positive effects of the media? ● Understand the relationship between media and prosocial behaviour. ● Explain why positive effects occur. ● How to use media positively. 		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"> ● Understand the function of media and types of news. ● Focus on the theory of framing about how news forms the social agenda. ● Relevant theories about how news affects people's perceptions. ● Definition and function of advertising ● Definition and type of advertising effect 		Ok Tae Kim
9	2016/10/12 (Wed)	Advertising effect	<ul style="list-style-type: none"> ● Reason and process of advertising effect ● Understanding of various advertising theories and models 		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"> ● 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? ● The meaning of empathy and the enjoyment of drama. ● The enjoyment of tragedy and sports programs. ● Characteristics of Internet Communication ● Definition and Cause of Cyber Violence 		Ok Tae Kim
11	2016/10/26 (Wed)	Internet psychology	<ul style="list-style-type: none"> ● Definition and Function of Online Communities ● Major Issues Related to the Internet Public Forum 		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"> ● Definition and Status of Social Media and SNS ● Relationship between Social Media and Psychology ● Psychological Principles of Social Media Use ● Psychological Phenomena in Social Media ● Issues of Recent Issues Related to Social Media ● The changes that mobile media has made to individuals, societies and industries. 		Ok Tae Kim
13	2016/11/09 (Wed)	Mobile media	<ul style="list-style-type: none"> ● Motivation and fulfillment of mobile media. ● The meaning and current status of addictions related to mobile media. 		Ok Tae Kim
14	2016/11/16 (Wed)	Psychology of the Game	<ul style="list-style-type: none"> ● Definition of game ● Classification of game by platform and genre ● Motivation of game ● Relationship between game addiction and aggressiveness 		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"> ● Features of eBook ● Definition and Features of Augmented Reality ● Motivation of Use of 3D Technology 		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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