

`COURSE SPECIFICATION

Name of institution Mahidol University
Campus/faculty/department International College

Section 1 General Information

1. Course code and course title

Thai ICMC 205
 English ICMC 205 Media Psychology and Audience Analysis

2. Number of credit

4 (4-0-8)
 (Lecture 4 hours – Laboratory 0 hours – Self-study 8 hours)

3. Curriculum and type of subject

3.1 Curriculum Offered in Fine and Applied Arts Division
 3.2 Type of Subject Media and Communication Program Core Course

4. Responsible faculty member Nunnapan Puathanawat

5. Trimester / year of study

5.1 Trimester 2 / Year of study 2020-2021
 5.2 Number of students 40

6. Pre-requisite None

7. Co-requisite None

8. Venue of study Mahidol University International College, Mahidol University,
 Salaya campus

Section 2 Goals and Objectives

1. Goals

Upon completing this course, students will have (1) developed an understanding, knowledge on the concepts and theories of Media psychology, (2) developed the ability to apply research from the field of media psychology and understanding audience behavior (3) developed critical thinking skills and being able to demonstrate knowledge in relation to emotion and development with media and technology.

2. Objectives of development/revision

To revise course in order to be up-to-date and relevant to the current situation.

Section 3 Course Management

1. Course descriptions

Multidisciplinary course drawing from sensory, narrative and cognitive psychology motivation and learning theories, advertising and marketing; analyzes psychological impact of media content and presentation; includes understanding human behaviour through working with media application, impact of media on individuals and society, and its use for social and political purposes; concludes with receptive audience analysis, validation of target market, and demographic, attitudinal and environmental analysis.

2. Credit hours / trimester

Lecture (Hours)	Additional class (Hours)	Laboratory/field trip/internship (Hours)	Self study (Hours)
48 hours (4 hours x 12 weeks)	0	0	96 hours (8 hours x 12 weeks)

3. Number of hours that the lecturer provides individual counseling and guidance

4 hours per week as indicated on syllabus and office door or by appointment

Section 4 Development of Students' Learning Outcome

1. Expected outcome on students' skill and knowledge

- After completing this course, students will (1) understand the process of psychology that enable social media in the changing media environments (2) demonstrate a critically informed understanding of the historical, social, cultural, and political factors, which have shaped the psychological processes of human's behavior (3) develop their communication skills and understand the ethical implications of media and technology.

2. Teaching methods

- (1) Lectures
- (2) Discussions
- (3) Self-reflection
- (4) Case studies
- (5) Individual/Group exercises

3. Evaluation methods

- (1) Media labs
- (2) Class presentation
- (3) Online discussion boards
- (4) Final Research paper
- (5) Online quizzes

1. Morality and Ethics

1.1 Expected outcome on morality and ethics

- (1) Perceived importance of morality, ethics, and integrity
- (2) Have discipline, self and social responsibility
- (3) Have a positive attitude in professional and express their morality and ethics
- (4) Be responsible and participate in activities for development

1.2 Teaching methods

- (1) Lectures
- (2) Discussions
- (3) Individual and group activities

1.3 Evaluation methods

- (1) Attendance and theory labs
- (2) Developing a communication theory presentation
- (3) Curating a communication theory project

2. Knowledge development

2.1 Expected outcome on knowledge development

- (1) Knowledge of theories and concepts in evolution of art and sciences in the Thai and global communities
- (2) Analysis of causes and consequences of events/situations/problems and solutions to current case studies
- (3) Analyze impact of work and problems
- (4) Keep up on academic progress and situations occurring in everyday life and global society

2.2 Teaching methods

- (1) Lectures
- (2) Discussions
- (3) Self-reflection
- (4) Case studies
- (5) Individual and group exercises

2.3 Evaluation methods

- (1) Theory labs
- (2) Presentation
- (3) Online discussion boards
- (4) Final research paper
- (5) Online quizzes

3. Intellectual development

3.1 Expected outcome on Intellectual development

- (1) Develop analytical thinking
- (2) Apply theoretical and practical knowledge to real life activities
- (3) Apply knowledge and skills to solve problems and synthesize solutions

3.2 Teaching methods

- (1) Discussions

- (2) Self-reflection
- (3) Case studies
- (4) Individual and group exercises

3.3 Evaluation methods

- (1) Theory labs
- (2) Presentation
- (3) Online discussion board
- (4) Final research paper
- (5) Online quizzes

4. Interpersonal relationship and responsibility

4.1 Expected outcome on Interpersonal relationship and responsibility

- (1) Express tolerant opinions appropriate to the subject matter
- (2) Can adjust to work in team both as leader or follower
- (3) Self-development both in academic and professional career and have responsibility for assignment (individual/group)

4.2 Teaching methods

- (1) Discussions
- (2) Case studies
- (3) Group exercises

4.3 Evaluation methods

- (1) Media labs, Online Quiz
- (2) Develop presentation skill
- (3) Develop a well-organized critical media analysis

5. Mathematical analytical thinking, communication skills, and information technology skills

5.1 Expected outcome on Mathematical analytical thinking, communication skills, and information technology skills

- (1) Can use effective communication skills (Listening, Speaking, Reading, and Writing) to communicate with others in group meetings project workshops, and presentations
- (2) Can use information technology for communication in appropriate ways
- (3) Develop analytical skills from case studies
- (4) Develop skills to search for information from on-line sources
- (5) Skill to use information technology for communication such as e-mail and group communication

5.2 Teaching methods

- (1) Discussions
- (2) Handouts

5.3 Evaluation methods

- (1) Media labs
- (2) Presentation
- (3) Final Research paper

Section 5 Teaching and Evaluation Plans

1. Teaching plan

Classes	Topic/Details	Number of hours		Online Session	On-Campus	Instructor	Note
		In-Class session	Lab session				
1	Introduction to the course – entering the world of media psychology	4		x		Nunnapan Puathanawat	
2	Models and research in relation to media psychology	4		x		Nunnapan Puathanawat	
3	Media Literacy	4		x		Nunnapan Puathanawat	
4	Understanding the construction of online personas – self	4		x		Nunnapan Puathanawat	

Classes	Topic/Details	Number of hours		Online Session	On-Campus	Instructor	Note
		In-Class session	Lab session				
	representation of individuals						
5	Social Connection and Social Capital	4		x		Nunnapan Puathanawat	
6	Media technologies and persuasive devices/ Class Presentations	4		x		Nunnapan Puathanawat	
7	Violence, depictions of beauty and sex	4		x		Nunnapan Puathanawat	
8	Applying positive psychology to media	4		x		Nunnapan Puathanawat	
9	Analysis of audience behavior	4		x		Nunnapan Puathanawat	
10	Global perspectives of individual differences	4		x		Nunnapan Puathanawat	
11	Storytelling and human behaviors	4		x		Nunnapan Puathanawat	
12	Course summation and class presentation	4		x		Nunnapan Puathanawat	

2. Evaluation plan

Expected outcomes	Methods / Activities	Week(s)	Percentage
1-5	Media labs	1-12	10%
1-5	Class Presentation	6	20%
2-3	Online discussion board (4 @ 5% each)	3, 7, 9, 10,	20%
1-5	Final presentation along with the submission of paper.	12	30%
2-3	Online quizzes (2 @ 10% each)	4, 8	20%

Section 6 Teaching Materials and Resources

1. Texts and main documents

Baym, Nancy K. (2010). *Personal Connections in the Digital Age*. Digital Media and Society Series. Malden, MA: Polity.

Dill, K. (Ed.). (2013). *Oxford Handbook of Media Psychology*. New York: Oxford University Press.

Giles, D. C. (2010). *Psychology of the Media*. London: Palgrave Macmillan. (His 2002 book, *Media Psychology*, is in the library.)

Joinson, A., McKenna, K. Y. A., Postmes, T., & Reips, U.-D. (Eds.). (2007). *The Oxford Handbook of Internet Psychology*.

2. Documents and important information

Cialdini, R. B. (2007) *Influence: The Psychology of Persuasion* (Revised ed.). New York: HarperCollins Publishers.

Baym, Nancy K. (2010). *Personal Connections in the Digital Age*, Chapter 1 Palfrey, J., & Gasser, U. (2008). *Born Digital: Understanding the First Generation of Digital Natives*. New York: Perseus Books.

Rutledge, P. B. (2013). *Arguing for Media Psychology as a Distinct Field*. In K. Dill (Ed.), *Oxford Handbook of Media Psychology* New York: Oxford University Press. (pp. 43-58).

3. Documents and recommended information

Readings will be made available to students either as PDF files.

Section 7 Evaluation and Improvement of Course Management

1. Strategies for effective course evaluation by students

- 1.1 Student evaluations of course
- 1.2 Student suggestions for improvements to the course
- 1.3 Discussions between professor and students

2. Evaluation strategies in teaching methods

- 2.1 Observations and reflections by professor
- 2.2 Results from examinations and assignments
- 2.3 Verification of results from student evaluation of course

3. Improvement of teaching methods

- 3.1 Workshop for all program faculty members

4. Evaluation of students' learning outcome

- 4.1 Analysis of students' learning outcomes using scores from participation activities, global media presentations, global media text research project, comprehensive final exam, and one-on-one discussions with students

5. Review and improvement for better outcome

- 5.1 Meeting of lecturers to review the course before semester starts
