City University of Hong Kong

Information on a Course
offered by Department of Media and Communication
with effect from Semester B in 2014 / 2015

Part I

Course Title:	Psychological Processing of New Media
Course Code:	COM5108
Course Duration:	1 Semester
Credit Units:	3
Level:	P5
Medium of Instruction:	English
Prerequisites:	Nil
Precursors:	Nil
Equivalent Courses:	Nil
Exclusive Courses:	Nil

Part II

Course Aims

This course aims to discover and examine cutting-edge research in the areas of media psychology and new media studies. Specific topics addressed will include human-computer interactions (HCI) and computer-mediated communication (CMC) research on various types of new media interfaces such as the Internet, WWW, virtual reality, mobile media, and computer and video games.

Course Intended Learning Outcomes (CILOs)

Upon successful completion of this course, students should be able to:

No.	CILOs	Weighting
1.	Discuss major psychological issues in new media interface design and usability	25%
2.	Examine and evaluate relevant theories and research dealing with various psychological effects of new media technologies	25%
3.	Discover and analyze social and psychological effects of new media technologies from an empirical science perspective	25%
4.	Apply major theories in media psychology and research to real-world new media design and use problems	25%

Teaching and Learning Activities (TLAs)

(Indicative of likely activities and tasks designed to facilitate students' achievement of the CILOs. Final details will be provided to students in their first week of attendance in this course)

CILO No.	TLAs	Hours/week
1	Students are required to attend lecture each week during which major psychological theories and methods relevant to new media interface design and use will be examined.	2
	Students are asked to regularly discuss the topic using either on-line/class discussion.	NA
2	Under the guidance of the teacher, students will breakout into groups in tutorial sessions and analyze and evaluate relevant theories and research dealing with various psychological effects of new media technologies.	1
3	Students will be asked to investigate case studies to discover how the use of new media will influence users' psychological processes.	NA
4	Students in groups are asked to seek innovative solutions for a real-world new media design or use problem by explaining and applying relevant theories and research in media psychology.	NA
	Each group is asked to present their research findings and solutions to their fellow classmates.	

Assessment Tasks/Activities

(Indicative of likely activities and tasks designed to assess how well the students achieve the CILOs. Final details will be provided to students in their first week of attendance in this course)

CILO No.	Type of Assessment Tasks/Activities	Weighting	Remarks
1	Two in-class quizzes.	30%	

2, 3	In-class exercises; Presentation on cases of psychological processing of new media	20%	
4	Produce a 15 to 20-page group report, and make a 15-minute group presentation.	50%	

Grading of Student Achievement: Refer to Grading of Courses in the Academic Regulations Grading pattern: Standard (A+, A, A-….F).

The overall grade is based on student's overall performance in all assessment tasks/activities considered together. The meanings of the overall letter grades will be in line with those listed in the Academic Regulations.

Letter Grade	Grade Point	Grade Definitions	
A+ A A-	4.3 4.0 3.7	Excellent:	Strong evidence of original thinking; good organization, capacity to analyse and synthesize; superior grasp of subject matter; evidence of extensive knowledge base; demonstrate creative ideas for discovering and developing knowledge or problem-solving strategies.
B+ B B-	3.3 3.0 2.7	Good:	Evidence of grasp of subject, some evidence of critical capacity and analytic ability; reasonable understanding of issues; evidence of familiarity with literature, demonstrate some ideas for discovering and developing problem-solving strategies.
C+ C C-	2.3 2.0 1.7	Adequate:	Student who is profiting from the university experience; understanding of the subject; ability to develop solutions to simple problems in the material.
D	1.0	Marginal:	Sufficient familiarity with the subject matter to enable the student to progress without repeating the course.
F	0.0	Failure:	Little evidence of familiarity with the subject matter; weakness in critical and analytic skills; limited or irrelevant use of literature.
P		Pass:	"Pass" in a pass-fail course. Courses to be graded on a pass-fail basis for a programme are specifically identified under the programme in the course catalogue.

Part III

Keyword Syllabus

Psychological media effects, new media technologies, cognitive processing, information processing, interface design and usability, human-computer interaction, computer mediated communication

Recommended Reading

<u>Text(s)</u>

Giles, D. (2003). *Media Psychology*. Hillsdale, NJ: Lawrence Erlbaum Associates.
Harris, R.J. and F. W. Sanborn (2013). *A Cognitive Psychology of Mass Communication* (6th ed.). New Jersey: Routledge.

<u>Other references/online Resources (Selected)</u>

Giles, D. (2010). *Psychology of the Media*, Palgrave Macmillan
Sparks, Glenn G. (2012). *Media Effects Research: A Basic Overview* (4th ed.), Cengage Learning.
Bryant, J., & Zillmann, D. (2009). *Media effects: Advances in theory and research* (3rd ed.). Hillsdale, NJ: Erlbaum.
Brewer, G. (2011), *Media Psychology*, Palgrave Macmillan
Amichai-Hamburger, Y. (2013). *The Social Net: Understanding Our Online Behavior* (2nd ed.). *Oxford*. UK: Oxford University Press.