

H 451—Tools of Media Psychology

Fall Semester, 2019

Section 31993

Professor

Dr. Robert F. Potter

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Office hours: Mondays from 3-4pm
Wednesdays from 4-5pm
By appointment
FF 019

Class Meetings

MW 1-2:15pm

FF214

Course Description

This course exposes students to concepts such as attention, emotion, attitude, and memory as they apply to humans processing media messages. Students also learn how to use research tools commonly employed in media psychology research such as biometric measures (heart rate, skin conductance, eye tracking, etc.), secondary task reaction time, and continuous response measurement. Students will work in groups to design and carry out their own lab experiments.

Required Text

Potter, R. F. & Bolls, P.D. (2012). *Psychophysiological Measurement and Meaning: Cognitive and Emotional Processing of Media*. New York, NY: Routledge.

As noted in the Schedule of Classes, this course uses IU eTexts. Your copy of the text is available through your Canvas class page. In the menu at the left of the Canvas page, click on “Unizin Engage (IU eTexts)” to open the Engage reading platform.

In the top right corner of the Engage homepage, click on your initials/photo, then Click on the Help link. Click on “Students” to access quick overviews of how to navigate the platform and all the general studying/learning features – reading, note-taking, highlighting, questioning, printing, bookmarking, searching, and collaborating.

Also on the Engage homepage you should see the book covers for all the IU etexts your different courses are using this semester.

OTHER IMPORTANT ADMINISTRATIVE INFORMATION

Software Access

Get no-cost access to hundreds of software programs and applications.

Use [IUware](#) to install software directly onto your hard drive. Use [IUanyWare](#) to stream 400+ apps on your desktop or through the mobile app with your IU login.

Disabilities

To request disability accommodations, please contact IU Disabilities Services (855-3508) or visit [their Website](#) for more information.

Academic Misconduct

All acts of dishonesty in any academic work constitute academic misconduct. This includes, but is not limited to, the following:

Cheating-using or attempting to use unauthorized materials, information, or study aids in any academic exercise. This includes purchased notes or materials.

Plagiarism-representing the words, ideas, or data of another as one's own in any academic exercise. [How to Recognize Plagiarism](#)

Fabrication-unauthorized falsification or invention of any information or citation in an academic exercise.

Aiding or abetting academic dishonesty-intentionally or knowingly helping or attempting to help another student commit an act of academic dishonesty.

Academic Misconduct will not be tolerated in this class. If misconduct is suspected, Dr. Potter is required to meet with you to discuss it. A summary of the incident, our discussion, any evidence, and a description of the sanction will be sent to the [Office of Student Conduct](#). Consequences may include a grade reduction on your assignment and/or your course grade. You have the right to appeal this sanction and the Office of Student Conduct will inform you of that process.

Religious Holidays

According to IU policy, accommodations will be made if you need to miss class for observance of a religious holiday. [Find out details here.](#)

Sexual Misconduct and Title IX

As your instructor, one of Dr. Potter's responsibilities is to create a positive learning environment for all students. Title IX and IU's Sexual Misconduct Policy prohibit sexual misconduct in any form, including sexual harassment, sexual assault, stalking, and dating and domestic violence. If you have experienced sexual misconduct, or know someone who has, the University can help.

If you are seeking help and would like to speak to someone confidentially, you can make an appointment with:

The Sexual Assault Crisis Services (SACS) at (812) 855-8900
(counseling services)

Confidential Victim Advocates (CVA) at (812) 856-2469
(advocacy & advice services)

IU Health Center at (812) 855-4011
(health & medical services)

It is also important that you know that Title IX and University policy require Dr. Potter to share any information brought to his attention about potential sexual misconduct, with the campus Deputy Title IX Coordinator or IU's Title IX Coordinator. In that event, those individuals will work to ensure that appropriate measures are taken and resources are made available.

Protecting student privacy is of utmost concern, and information will only be shared with those that need to know to ensure the University can respond and assist.

You are encouraged to visit stopsexualviolence.iu.edu to learn more.

Course Tasks

Preparedness 5%

My expectation is that this seminar will be a 15-week discussion among scholars about the topic matter at hand. Granted, occasionally some of us will use Power Point slides during the 'discussion.' Also granted, some people really don't like to talk in class. Nevertheless, I will be looking for all kinds of evidence that you are prepared for each class meeting. A small percentage of your final grade will reflect my conclusions.

Midterm Exam 20%

100-point exam. Both an in-class and take-home portion. In class you will be tested on vocabulary and basic application of concepts using multiple-choice and true/false questions. There will be 55 questions, worth 1 point each.

The take-home portion will require you to respond three essay questions designed to allow you to demonstrate an understanding of class concepts and application of them to research questions. Each answer will be worth 15 points (10 points for content accuracy and 5 points for writing clarity and style).

Alternate days and/or times for taking the midterm will be made ONLY in cases of DOCUMENTED emergency, personal illness, or absences required for university/career-related activities (i.e., athletics, performing arts, internship or employment interviews, etc.). You must schedule an office appointment with Dr. Potter to present documentation before alternate exams can be scheduled.

Final Exam 25%

100-point exam consisting of multiple-choice, true/false and short answer questions.

There will be no alternate days available to take the Final Exam, unless you can demonstrate that you are scheduled to take two other finals on the same day.

Make your travel plans for the semester break accordingly. Having a booked airline ticket is not a legitimate excuse to take the final at a different time.

If you cannot take it at the assigned day/time then you will receive an incomplete for the course and will need to make arrangements to take the exam at the beginning of the next semester.

Tool Demo 20%

You will work with another student to prepare a demonstration of one of the tools/techniques discussed in class (CRM, STRT, Memory, Implicit Methods, or Peripheral Psychophysiology).

Dr. Potter will be a resource and provide access and instruction to software and hardware necessary to give the demonstration.

You and your partner will design a simple media psychology experiment investigating a research question well-suited to the tool assigned. The other students in class will serve as your research participants. You will collect and analyze data using your tool, and give a 5-10-minute results presentation.

Term Paper

30%

This is a 10-12 page (minus references) research proposal designed to test at least two hypotheses guided by literature review in an area of media psychology. You should include the following sections, written in American Psychological Association (APA) style. Estimated page parameters are provided.

Introduction, establishing relevance	(1-2 pages)
Literature review, leading to hypotheses	(5-6 pages)
Method description	(3-4 pages)

There are a few mile-markers included in the schedule along with way. Those must be completed as assigned in order to get an A on this paper.

Extra Credit

You can earn up to 20 exam points worth of extra credit by obtaining experience in social scientific research. Occasionally, graduate students or other professors will come into class and ask for volunteers to participate in a study. Studies that take approximately 60-75 minutes will be worth 10 points of extra credit. Studies that take approximately 30-45 minutes be worth 5 points.

You may not use an experiment that you participate in for another course obtain extra credit in M451.

Other ways to obtain 10 points:

- a. attend a research lecture somewhere on campus and writing a 2-page (non-graded) paper discussing what you learned. These lectures must be pre-approved by Dr. Potter.
- b. read a published research article from an academic journal (*Journal of Communication, Journal of Broadcasting & Electronic Media, Communication Research, Journal of Advertising, Journal of Consumer Research, Journal of Advertising Research, Media Psychology, etc.*) and writing a 2-page summary. The article must be pre-approved by the Dr. Potter. Dr. Potter is willing to work with you to find an appropriate article that fits your particular interests in media. Set up an appointment with him to do so.

Other ways to obtain 5 points:

- a. write a 2-page ungraded essay on "What is the biggest challenge faced by the media industry today, and how can media psychology address it?"

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Tentative Course Schedule

Day & Date	Topic/Activity	Readings
Monday August 26	Welcome Syllabus, Canvas, Etext Introductions	--
Wednesday August 28	Conceptualization	Canvas: Babbie Ch. 5
Monday September 2	Labor Day No Class Meeting	--
Wednesday September 4	Experimental Design	Canvas: Bellman, <i>Experimental Design</i> , IECRM
Monday September 9	Independent & Dependent Variables	--
Wednesday September 11	Behavioral Observation	Canvas: Bandura, Ross, & Ross (1963) Weber & Quiring (2019) Yekelis et al. (2017) Kaltura Media: Bobo Doll
Monday September 16	Self-Report Operationalizations	Canvas: Park, <i>Question Types</i> , IECRM Elson, <i>Question Wording and Item Formulation</i> , IECRM
Wednesday September 18	Self-Report Example	Canvas: Cook et al. (2019) Rentfro & Gosling (2003)

Monday September 23	TSD/ESM/MESM	Canvas: Kubey, et al., (1996) Brandstätter (2007) Hedstrom & Irwin, IECRM
Wednesday September 25	ESM Example	Canvas: Sloboda et al (2001) Struckmann & Karnowski (2016)
Monday September 30	CRM/RTR	Canvas: Seiffert-Brockmann & Jarolimek, IECRM Ruef & Levenson (2007)
Wednesday October 2	CRM/RTR Example Term Paper Brainstorming Due Friday at 5pm	Canvas: Wang et al. (2018)
Monday October 7	CRM/RTR Demonstration Audrey & Carolyn	--
Wednesday October 9	STRT	Canvas: Lang & Basil (1998)
Monday October 14	STRT Example	Canvas: Lang et al. (2013)
Wednesday October 16	STRT Demonstration Tamar & Emily	--
Monday October 21	Midterm Exam Review	--

Wednesday October 23	Midterm Exam MC/TF Receive Essay Exam Due Friday at 5pm	Canvas:
Monday October 28	Memory	Yegiyan, <i>Memory, Measurement of</i> , IECRM Memory Example Lang, Bolls, Potter, & Kawahara (1999)
Wednesday October 30	Memory Demonstration Nicole & Erin	--
Monday November 4	Implicit Methods	Canvas: Ellithorpe, <i>Implicit Methods</i> , IECRM Visit Project Implicit and take a Test.
Wednesday November 6	Implicit Methods Example	Canvas: Dal Cin et al (2007)
Monday November 11	Implicit Demonstration Annie & Rachel	--
Wednesday November 13	Term Paper Meeting	--
Monday November 18	Biometrics	Canvas: Potter & Bolls (in press), Canvas Files Folder Potter & Bolls (2011) Canvas IU etext Chapter 3
Wednesday November 20	Peripheral Biometrics— ECG	Potter & Bolls (2011) Canvas IU etext Chapter 4
Monday November 25	No class-- Thanksgiving	
Wednesday November 27	No class-- Thanksgiving	--

Monday December 2	Peripheral Biometrics— EDA & EMG	Potter & Bolls (2011) Canvas IU etext Chapter 5
Wednesday December 4	Peripheral Biometrics— Example	Read et al. (2018) Study 1 only
Monday December 9	Peripheral Biometrics Demonstration Grace & Asher	--
Wednesday December 11	Data Presentation Day	--
Friday December 13	Term Paper Due by 5pm	
Friday December 20	Final Exam 12:30-2:30pm	