

H241—This is Your Brain on Media
Fall Semester, 2015

Professor

Dr. Robert F. Potter
rfpotter@indiana.edu
812-856-2546 (leave message)

Office hours

Thursdays from 11am-1pm
Eigenmann Hall 636

Class Meetings

Mondays & Wednesday from 11:15am-12:30pm
HU 111

Course Description

This course exposes students to concepts central to the field of cognitive psychology such as attention, emotion, attitude, and memory. It does so, however, through critical readings of published research in the areas of both cognitive psychology and media processes & effects. Students will also be exposed to research methods employed in cognitive psychology such as secondary task reaction time, continuous response measurement and psychophysiological measures such as heart rate, skin conductance, and facial electromyography.

Required Text

Potter, R. F. & Bolls, P.D. (2011). *Psychophysiological Measurement and Meaning: Cognitive and Emotional Processing of Media*. New York, NY: Routledge.

Other required readings will be placed on electronic reserve on Canvas.

OTHER IMPORTANT ADMINISTRATIVE INFORMATION

Course Lectures and Note-Taking

Lecture notes will not be posted online. You should come to class, actively listen to lectures, and take good notes. Doing so will help to make sure you REALLY understand what is being said in lecture. If you don't understand something...ASK! Note-taking is a skill that requires practice but really does pay off in deeper learning.

Audio recordings of most course meetings will be posted on Canvas. So, if you want to review your notes, miss a class, or want to listen to something again, there will likely be an opportunity.

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 necessarily limited to, the following:

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

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

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 will meet with you to discuss it. A summary of the incident and that discussion, any evidence, and a description of the sanction will be sent to the [Office of Student Ethics](#). Consequences may include a grade deduction on your assignment and/or your course grade. You have the right to appeal this sanction and the Office of Student Ethics 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. However, there are some things that you MUST do in order for these accommodations to be made. It all begins by you filling out [this form](#) and bringing it to me.

Grading Scale

The following scale will guide the assignment of final grades:

A+ 97%	A 93%	A- 90%
B+ 87%	B 83%	B- 80%
C+ 77%	C 73%	C- 70%
D+ 67%	D 63%	D- 60%

Course Requirements

Daily Reboot (10% of your final grade):

You must bring an 8 ½ x 11 sheet of paper, and a writing utensil, to class each day in order to complete the daily reboot.

Each Reboot is worth up to 10 points.

You will get 1 point for putting your name on the paper as an attendance point.

Then there will be 6 fill-in-the-blank questions. At least 3 of these will be from the chapter of the textbook assigned for that class meeting. As the semester progresses, though, up to 3 questions may ask you to recall vocabulary from previous chapters.

Then there will be an open-ended question that can be answered in a paragraph or so. Usually this will be about something we discussed in the last lecture. These will be graded with the following scale:

- 0— No answer provided.
- 1— Answer given that is off the mark
- 2— Correct answer given (most will receive this score)
- 3— Outstanding answer (this is a rare score)

If you arrive after the reboots are done, be sure to turn in an 8 ½ x 11 sheet of paper with your name on it to receive the attendance point. Your three lowest reboot grades will be dropped. Reboots not on 8 ½ x 11 paper will receive a score of "0."

Unit Exams (20% each, total of 40% your final grade):

There are two exams scheduled. They will be worth 100 points each. Fifty points will be available for responses to objective questions (multiple choice, true or false, etc.). Fifty points will be available for your responses to short answer questions. Exams will be given in class on the dates scheduled. Alternate days and/or times for taking a unit exam will be made in cases of documented emergency, documented personal illness,

or for absences required for documented activities (i.e., athletics, performing arts, interviews, etc.).

Lab Exercise and Presentation (20% of your final grade):

The class will be divided into groups. Each group will work as a scientific team, meeting with Dr. Potter to design a simple, original experiment focusing on “Attention and/or Emotional responses to Media.” Each team will find media examples to use as stimuli. Data will most likely be collected in the [Institute for Communication Research](#) (ICR) in Eigenmann Hall using other classmates as research subjects. Dr. Potter will also meet with the groups to conduct tutorials of data processing and analysis. Please note that the analysis of data will occur at a very busy time of the semester. Please plan for this as you will be expected to help your group out with this aspect of the project.

Students will then create and deliver a presentation of their preliminary findings during the final exam period. STUDENTS UNABLE TO ATTEND THE FINAL EXAM PERIOD WILL RECEIVE AN INCOMPLETE IN THE COURSE. They will then give an individual presentation of their group’s research findings to Dr. Potter during Spring semester, at which time he will adjust the grade accordingly.

The goals of this assignment is to help develop an understanding of experimental design, application and testing of concepts and hypotheses, causal thinking, data collection methodology, and clarity in data presentation. Students interested in continuing with their research "for real" in the ICR after the semester is over should discuss this possibility with Dr. Potter.

Article Summaries (15% each, total of 30% your final grade):

You will prepare two formal summaries of published experimental research. The first will need to summarize an article that uses heart rate or EEG to measure attention to media. The second will summarize an article the uses skin conductance and/or facial EMG to measure an emotional reaction to media. Ideally this published research will generate ideas that you may be able to use in your group's lab experiment. The primary goals of this assignment, however, are to develop an ability to use IU library databases to address research questions, enhance critical thinking and strengthen writing skills. APA citation guidelines will also be covered and article summaries will be expected to adhere to them.

Extra credit through research experience:

You have two opportunities to earn 5 points worth of extra credit on your unit exam 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. *You may not use an experiment that you participate in for another class to fulfill this requirement for H241.*

Other ways to fulfill this requirement include attending 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.

Or, you may earn the extra credit by reading 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.

You may do any combination of two of these options. Each worth 5 exam points.

**H241—This is Your Brain on Media
Tentative Course Schedule, Fall 2015**

Day & Date	Topic/Activity	Readings
Monday August 24	Introductions. Discuss the Syllabus Canvas	--
Wednesday August 26	How we know things What Science Is	Canvas: Sparks Ch. 1
Monday August 31	Conceptual and Operational Definitions Types of Research Methods in Communication Science	Canvas: Babbie (1998) p. 115-153 Sparks Ch. 2
Wednesday September 2	Introduction to Experimental Research Independent & Dependent Variables	Canvas: Bradley & Pan (2015)
Monday September 7	No Class Meeting—Labor Day	--
Wednesday September 9	A Brief History of Media Effects Research	Potter & Bolls Ch 1
Monday September 14	LC4MP model of cognitive processing	Canvas: Lang (2006)
Wednesday September 16	Psychophysiology as a way of measuring response to media	Canvas: Lang, Potter, & Bolls (2009)
Monday September 21	History of Psychophysiology	Potter & Bolls Ch. 2
Wednesday September 23	Key Terms and Concepts in Psychophysiology	Potter & Bolls Ch. 3

Monday September 28	Database Searching Endnote Web Receive Article Summary Assignment	--
Wednesday September 30	Unit 1 Exam	--
Monday October 5	Measuring Attention to Media with ECG Phasic Attention Tonic Attention	Potter & Bolls Ch. 4 (until pg. 92)
Wednesday October 7	Discussing Canvas Articles	Canvas Articles: Potter, Lang, & Bolls (2008) Potter, Lynch, & Kraus (in press) Leshner, Bolls, & Thomas (2009)
Monday October 12	Measuring Attention with EEG	Potter & Bolls Ch. 4 (pg. 92-100) Canvas Reserve: Stern, Ray, & Quigley Ch. 7
Wednesday October 14	Discussing Canvas Article Article Summary 1 Due	Canvas Article: Maclin et. al (2011)
Monday October 19	Emotional as a Concept Measuring Physiological Emotional Response	Potter & Bolls, Ch. 5

Wednesday October 21	Dimensional Emotional Response to Media Discussing Canvas Article	Canvas Article: Bolls, Lang, & Potter (2001)
Monday October 26	Discreet Emotional Response to Media Discussing Canvas Article	Canvas Article: Reynaud, et al. (2012)
Wednesday October 28	Discussion of Lab Exercise and Presentation Assignment Catch-up Article Summary 2 Due	--
Monday November 2	Unit 2 Exam	--
Wednesday November 4	There are other measures besides psychophysiology, of course.	Potter & Bolls, Ch 7
Monday November 9	Tour of ICR Group Prep Work for Lab Experiment	--
Wednesday November 11	Group Prep Work for Lab Experiment	--
Monday November 16	Group Prep Work for Lab Experiment	--
Wednesday November 18	Group Prep Work for Lab Experiment	--
November 23 & 25	Thanksgiving Break	--
Monday November 30	Lab Day in ICR	--
Wednesday December 2	Lab Day in ICR	--
Monday December 7	Lab Day in ICR	--
Wednesday December 9	Lab Day in ICR	--
Note	***Note***	Groups will need to work with Dr. Potter outside of class to analyze their data and prepare Final Presentation

Monday December 14 5pm-7pm, RTV 251	Final Presentation	--
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