

# COURSE DETAIL

## SOCIAL PSYCHOLOGY OF NEW MEDIA

**Country**

Singapore

**Host Institution**

National University of Singapore

**Program(s)**

National University of Singapore

**UCEAP Course Level**

Upper Division

**UCEAP Subject Area(s)**

Psychology Communication

**UCEAP Course Number**

129

**UCEAP Course Suffix****UCEAP Official Title**

SOCIAL PSYCHOLOGY OF NEW MEDIA

**UCEAP Transcript Title**

SOC PSYCH/NEW MEDIA

**UCEAP Quarter Units**

6.00

**UCEAP Semester Units**

4.00

## Course Description

This course studies how theories of social psychology can be applied to the understanding of how new media is produced, marketed, resisted, adopted, and consumed. It highlights key stages in the development trajectory of new media and introduces relevant theories, while considering such issues as why some technologies succeed where others fail, how marketers should promote new technology, which services are likely to become tomorrow's dominant applications, what goes through the minds of new media adopters, and who are most likely to engage in deviant media use.

### Language(s) of Instruction

English

### Host Institution Course Number

NM2209

### Host Institution Course Title

SOCIAL PSYCHOLOGY OF NEW MEDIA

### Host Institution Campus

### Host Institution Faculty

### Host Institution Degree

### Host Institution Department

Communications and New Media

[Print](#)