

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 Course Details

Host Institution Campus

Host Institution Faculty

Host Institution Degree

Host Institution Department

Communications and New Media

Course Last Reviewed

2021-2022

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