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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