Media Psychology

三、课程简介 Curriculum profile

课程梗概：Course Outline
> This course provides how to run the experiment for the topic of media psychology.

教学目标：Course Objectives

In this course, student will understand below;

Learning objectives

- To conduct a small quantitative research study and to write a paper suitable for presentation at an academic conference.
- To learn the logic of media psychology as applies to quantitative research.
- To study three methods in more detail: survey, experiment, or content analysis.
- To learn APA (American Psychological Association) style, 6th edition.
- To learn how to work with another person on a research project and writing a conference paper.
- To learn how to make effective presentations.

课程特点：requirements and recommendations for student
For student, a small quantitative research study and to write a paper suitable for presentation at an academic conference is requirement.
Class Expectations: My goal is to create a comfortable learning atmosphere for all students. Thus, you are expected to be polite, attentive, and not be a distraction to the instructor or any other students.

Grade

Assignment and Portion	How
Class Participation 10%	**Individual**
Assignments 15%	**Individual**
Presentation 5%	**Individual**
Quiz 15%	**Individual**
Proposal 5%	**Group**
Introduction & theory 10%	**Group**
Methods section & "blank" tables 15%	**Group**
Results & discussion sections, plus statistical tables 10%	**Group**
Final paper 10%	**Group**
Final Presentation 5%	**Group**
Total 100%	

Anything submitted late loses 1 letter grade (10 points out of maximum 100)

Individual Presentation

The research paper selection (1st assignment), will be your presentation article. Analyze the paper and make it as 10 minutes of presentation.

Proposal

One-page long proposal should include concept, variables, and operationalization.

Final Presentation
Present your final term paper as a 10 minutes long research presentation. Imagine that you are presenting your final paper in a conference.

Academic Integrity
This course is committed to upholding the University's Academic Integrity Code. It is my responsibility to report all violations of the code to the related university officials. Any serious violation or pattern of violations of the Academic Integrity code will result in the student's expulsion. **Also, it is not permissible for any student to submit the same material, with substantially the same style, structure, or wording, to instructors in two or more courses.**

【实验（实践）学习内容与要求】

An APA writing style is encouraged. If students are not familiar with the APA guideline, they can follow whatever writings styles they are familiar with (e.g., MLA, Chicago). In any case, proper citations and references are mandatory. Any type of plagiarism will automatically result in a failure in the class.

https://owl.purdue.edu/owl/research_and_citation/apa_style/apa_style_introduction.html

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<u>Required Reading</u>

Martin, D. W. (2008). Doing psychology experiments. Belmont, CA: Thomson-Wadsworth.

Encourage to sign up archive.org
It will allow you borrowing the e-books for free.
Below link is newest version of Doing psychology experiments.

https://archive.org/details/doingpsychologye00mart/page/n13/mode/2up

Schedule

	Title	Description	Suggested Readings and the deadlines

1st week
09/17
	Introduction to the Course	• Course introduction including syllabus review
		• Intro & Jargon
		• Ethics
		• Experiments
			Syllabus review
			Module A
			  • **First Assignment / Sign up for individual article presentation**
			  • **Find team members**

2nd week 09/24		• Testing hypotheses • Testing difference between means	• **Research Topic and proposal – Elevator Pitch (Everybody Max 1min.)** • **First Assignment / Sign up for individual article presentation**
3rd week 10/08		• Planning research • Survey research • Correlation • Sampling	• **student's presentation – paper analysis (SIGN UP)** • **Proposal DDL**
4th week 10/15		• Doing research • T-test • ANOVA	• **student's presentation – paper analysis (SIGN UP)** • **Introduction & theory sections DDL**
5th week 10/22		• Research Results • Simple regression	• **Methods section & "blank" tables DDL**
6th week 10/29		• Describing data • Multiple regression • Working with data	• **student's presentation – paper analysis (SIGN UP)** **Data Collection**

		• Logistic regression	
7th week 11/05		• GLM anova, ancova • Module 24 presenting research	• **student's presentation – paper analysis (SIGN UP)** • **Data Collection**
8th week 11/12		**Presentation to class**	**Results & discussion sections, plus statistical tables DDL**
Will be announced		▪ Final Paper	

*The lecture and assignment schedule may change by discretion of the instructor.