

General information	
Academic subject	Psychology of new media and advertising
Degree course	Psychology -
Academic Year	2022-2023
European Credit Transfer and Accumulation System (ECTS)	9
Language	Italian
Academic calendar (starting and ending date)	October 2022-January 2023
Attendance	/

Professor/ Lecturer	
Name and Surname	FRANCESCA D'ERRICO
E-mail	Francesca.derrico@uniba.it
Telephone	
Department and address	ForPsiCom Department
Virtual headquarters	Teams
Tutoring (time and day)	Wednesday at 16

Syllabus	
Learning Objectives	<ul style="list-style-type: none"> • Development and strengthening of knowledge and theoretical-methodological skills concerning interpersonal and social communication dynamics within classical and new media; • Promotion of the ability to transversally apply the skills acquired in the various communication contexts, taking into account their peculiarities from the perspective of psychologist able to promote positive and ethical intervention in socio-educational settings.
Course prerequisites	Main models of social influence and persuasion.
Contents	<p>Social psychology as an epistemological and methodological framework. Methods of attitudes measurements (explicit, implicit and behavioral). Main theories of social influence: authority, majority and minority. Classical models of source and message, and the most recent dual models of persuasion.</p> <p>Models of leadership, discursive and multimodal persuasion in politics and advertising.</p> <p>Moral suasion in social media.</p> <p>Impression management, 'sentiment' and reputation in social media communication</p> <p>Advertising persuasion in classic media and new forms of advertising through technologies.</p>
Books and bibliography	<p>Testi:</p> <ol style="list-style-type: none"> 1) Poggi I. & D'Errico F. (2020) Comunicazione multimodale e influenza sociale. Carocci. 2) Pacilli G. et al. (2021) Psicologia sociale dei media digitali. Apogeo Education/Maggioli editore. 3) Fogg, B. J. (2005) Tecnologia della persuasione. Apogeo.

	<p>4) chapter: Riva, G., Banos, R. M., Botella, C., Wiederhold, B. K., & Gaggioli, A. (2012). Positive technology: using interactive technologies to promote positive functioning. <i>Cyberpsychology, Behavior, and Social Networking</i>, 15(2), 69-77.</p> <p>5) Chirumbolo – DiLorenzi. (2018). <i>Persuasione Pubblicitaria</i>. Carocci or</p> <p>- Mardegan, Riva e Scatena (2016) <i>Digital advertising</i>. Apogeo Education/Maggioli editori.</p>
Additional materials	Additional materials will be given during the course.

Work schedule			
Total	Lectures	Hands on (Laboratory, working groups, seminars, field trips)	Out-of-class studyhours/ Self-study hours
Hours			
210	60	15	135
ECTS			
Teaching strategy		Frontal lessons, lab experiences and seminars.	
Expected learning outcomes			
Knowledge and understanding on:		<ul style="list-style-type: none"> - Knowledge and understanding The course aims to deepen the knowledge of the main theories related to the processes of social influence and persuasion with particular attention to new media and technologies and advertising communication. 	
Applying knowledge and understanding on:		<ul style="list-style-type: none"> o Knowledge and understanding skills applied Knowing how to identify the psycho-social processes underlying the production of persuasive formats (both discursive and visual) 	
Soft skills		<ul style="list-style-type: none"> o Autonomy of judgment Knowing how to analyze and critically evaluate the formats of mediated interaction and their effects in organizational, public and daily life contexts through the methods of social psychology. o Communication skills Knowing how to define, design and communicate research on communicative formats and / or persuasive technologies with particular attention to the psycho-social processes deepened during the course. o Ability to learn Knowing how to critically integrate one's experience of mediated interaction at an interpersonal and social level in a complex cognitive framework including reflection on the social and ethical implications of a manipulative use of new media. 	

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Assessment and feedback	
Methods of assessment	Oral exam
Evaluation criteria	<ul style="list-style-type: none"> · <i>The final grade, expressed out of thirty, will be proposed on the basis of the following criteria:</i> · <i>a) Ability to assimilate and customize contents</i> · <i>b) Argumentative and lexical competence</i> · <i>c) Ability to analyze and synthesize the topics under study</i>
Criteria for assessment and attribution of the final mark	The exam is valid when the grade is greater than 17/30, with a maximum of 30/30.
Additional information	