

Psychology 20

Unit 2-Who Am I?

Time

Introduction to the Influence of Media

Learning Objectives

To appreciate the complex, dynamic, reciprocal and personal aspects of human social cognition, influence and interaction

To apply those concepts and understandings in a variety of practical, pertinent and contemporary issues

Instructional Procedure

Provide students with handout:

Jeffery Arnett identified the five uses of media by adolescents/young adults to be:

- Entertainment
- Identity Formation
- High Sensation
- Coping
- Youth Culture Identification

Entertainment

Music, television shows, movies, magazines, etc. are all used by adolescents (as well as adults and children) for entertainment and recreation

Identity Formation

Adolescence is a time for identity formation: “the development of one’s values, abilities, and hopes for the future”. Media plays a large role in influencing these factors:

- The “Ideal” and the “Feared”
- Gender Role Identity

High Sensation

Sensation seeking: “a personality trait defined by the extent to which the novelty and intensity of a sensation...overall, sensation seeking is related to higher media consumption in adolescence”

- This trait is commonly found in adolescents and young adults
 - i.e. The audiences of action films are highly populated by young males because they are the population that generally seeks out high sensation factors (explosions, gun fire, car chases, etc.) This is why video games are often highly violent. **ENFORCING GENDER ROLES.**

- Emotional arousal when listening to music is especially high in part due to the high sensory and emotional intensity of music.

Coping

Several studies have indicated that adolescents use media to cope with negative emotions.

- Connecting lyrics to their life
- “Adolescent fans of heavy metal have reported that...listening to the music typically has the effect of purging their anger and calming them down.”
- Television is also often used for coping as a way to get away from stressful emotions that have formed throughout the day.

Youth Culture Identification

Media gives adolescents a sense of belonging to a youth culture or sub-culture that they can identify with.

- If an adolescent is interacting with a new group of adolescents, they can find belonging in that the group has likely watched the same new popular movie, television show, music video, etc.
- Youth culture can be divided into sub-cultures that are more specific such as “punk”.

Role-play: Persuasion techniques

Once the Students have gone over the different uses of media, explain the following activity to the students then pair the students off and have them develop or create an imaginary and unnecessary product, which they will then have to attempt to sell to another pair of students. Students who are being advertised to will then have to try to identify what techniques were used during the role play and which are most effective on them.