

Psychology of Audience Behaviour

Code: 104998
ECTS Credits: 6

Degree	Type	Year	Semester
2501928 Audiovisual Communication	FB	2	2

The proposed teaching and assessment methodology that appear in the guide may be subject to changes as a result of the restrictions to face-to-face class attendance imposed by the health authorities.

Contact

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Use of Languages

Principal working language: catalan (cat)
Some groups entirely in English: No
Some groups entirely in Catalan: Yes
Some groups entirely in Spanish: No

Prerequisites

No pre-requisite envisaged.

Objectives and Contextualisation

It is expected that the student, at the end of his / her study be able to:

- Understand the importance of psychological connections to adapt to the behavior of consumers.
- Identify the perceptual characteristics of advertising productions and use them in the creation of audiovisual materials.
- Learn the principles explained by psychology related to perceptual communication.
- Understand the functioning of psychological processes involved in making decisions, especially emotions.
- Knowing consumer trends, monitorize and understand them.
- Identify the main phenomena and group processes, which allow understanding the behavior of the consumer in their social and cultural environment.
- Acquire social psychology connections referring to identity training, group behavior, social awareness and attitude training, which will help to understand the role of citizens as consumers.
- Connect the different forms of social stratification that is done in our society and their application in market's segmentation.
- To introduce the gender perspective in advertising perception.
- Promote attitude and critical thinking

Competences

- Be familiar with the characteristics of the psychology of perception applied to the production and analysis of audiovisual products.
- Demonstrate a self-learning and self-demanding capacity to ensure an efficient job.
- Develop autonomous learning strategies.
- Develop critical thinking and reasoning and be able to relay ideas effectively in Catalan, Spanish and a third language.

- Research, select and arrange in hierarchical order any kind of source and useful document to develop communication products.
- Rigorously apply scientific thinking.

Learning Outcomes

1. Demonstrate a self-learning and self-demanding capacity to ensure an efficient job.
2. Develop autonomous learning strategies.
3. Develop critical thinking and reasoning and be able to relay ideas effectively in Catalan, Spanish and a third language.
4. Research, select and arrange in hierarchical order any kind of source and useful document to develop communication products.
5. Rigorously apply scientific thinking.
6. Use the fundamentals of the psychology of perception to analyse audiovisual phenomena.

Content

1. Introduction: consumer behaviour. Psychology applied to the behavior of audiences.
2. How we're persuaded. Psychology of persuasive communication.
3. How we perceive the contents: attention, perception and memory.
4. How we take decisions: emotions, dissonances, fast and slow thinking.
5. How we follow trends: social change, psychosocial segmentation and social trends.
6. How we are part of market segments: identity, social groups, stratification and main social categories: age and gender.

Methodology

Teaching methodology includes supervised and autonomous activities, and will combine theoretical classes with supervised tutoring sessions and seminar sessions.

The methodological integration will be carried out from the use of the MOODLE classrooms of the UAB.

The calendar will be available on the first day of class. Students will find all information on the Virtual Campus: the description of the activities, teaching materials, and any necessary information for the proper follow-up of the subject. In case of a change of teaching modality for health reasons, teachers will make readjustments in the schedule and methodologies.

Annotation: Within the schedule set by the centre or degree programme, 15 minutes of one class will be reserved for students to evaluate their lecturers and their courses or modules through questionnaires.

Activities

Title	Hours	ECTS	Learning Outcomes
Type: Directed			
Seminars	15	0.6	2, 3, 6
Theoretical classes	37.5	1.5	5, 3, 6
Type: Supervised			
Tutorials	7.5	0.3	4, 1, 2, 3
Type: Autonomous			

Assessment

The competences and the subject will be evaluated through the following activities:

- Exam (40% of the note).
- Assistance, participation and delivery of the reports of the Seminars (20%).
- Course work (40% of the note).

a) CONTINUOUS EVALUATION: to pass the subject in the continuous evaluation, all assessments (Exam, Course Work and Seminars) must be equal to or greater than 5 in the following conditions:

- In the Exam (Theory). Have a note greater than or equal to 4.
- At Work: Have a note higher than 5.
- In the Seminars: having attended and having a note exceeding 5 in ALL the Seminars.

b) RECOVERY: There will be recovery of the SUSPENDED ACTIVITIES in the continuous evaluation. The conditions for doing the recovery are as follows:

- EXAM (Theory): a note of less than 5 has been obtained in the continuous evaluation exam.
- WORK: A note of less than 5 has been delivered and obtained in the continuous evaluation.
- SEMINARS: you have only attended and you have 3 Seminars.

Recovery conditions:

- EXAM (THEORY): The recovery will be done through an examination of the same type as the one of the continuous evaluation. The note obtained in the theory recovery exam will be the final note of this part.
- WORK: The recovery will be done by repeating the work of the subject and / or the incorrect sections.
- SEMINARS: The written work corresponding to the seminary to which the student has not attended will be delivered to the teacher or teacher, and / or the seminar papers will be delivered with a note of less than 5 in the continuous evaluation. The maximum note that can be obtained in the Recovered Seminar will be a 6.

To approve the subject after recovery, all the recoveries of the activities (Exam, Work of course and Seminars) must have a note equal or superior to 5 in the following conditions:

- In the Recovery Exam (theory): have a note greater than or equal to 5.
- At work: have a note greater than 5.
- In the seminars: obtain a note greater than 5 in ALL the Seminars.

The final note obtained after the recovery will be calculated according to the same criteria as in the continuous evaluation.

c) TO UPLOAD THE NOTE: Students who have obtained a note equal to or greater than 8.5 in the the continuous evaluation. A full exam of the test type subject will be done to upload a note. If the final note obtained in this exam is superior than the final obtained in the continuous evaluation, the note will be uploaded; if it is lower, the final note of the subject will be the final note obtained in the continuous evaluation.

* The student who performs any irregularity (copy, plagiarism, identity theft...) will be qualified with 0 in this assignment or exam. In case there are several irregularities, the final grade of the subject will be 0.

Assessment Activities

Title	Weighting	Hours	ECTS	Learning Outcomes
Exam	40%	2	0.08	5, 4, 1, 2, 3, 6
Final work	40%	30	1.2	5, 4, 1, 2, 3, 6
Participation and reports of the seminars	20%	18	0.72	5, 4, 1, 2, 3, 6

Bibliography

Main bibliography

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Quintanilla Pardo, I. (2002) *Psicología del Consumidor*. Madrid:Prentice Hall.

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Vinyals, A. (2019). *El consumidor tarado*. Barcelona: Amazon.

Complementary bibliography

Alonso L. E., Conde F. (1994) *Historia del consumo en España: Una aproximación a sus orígenes y primer desarrollo*. Madrid: Debate

Ariely D. (2008) *Las trampas del deseo* . Londres: Harper Collins Harper Collins.

Cortina, A. (2002) *Por una ética del consumo*. Madrid: Taurus.

Dooley, R. (2011). *Brainfluence: 100 ways to persuade and convince consumers with neuromarketing*. John Wiley & Sons.

Kahneman, D. (2012). *Pensar rápido, pensar despacio*. Debate.

Klein, N. (2000) *No logo. El poder de las marcas*. Barcelona: Paidós.

Morgado, I. (2012). *Cómo percibimos el mundo*. Ariel.

Ruiz Maya, S. Y Alonso Rivas, J. (2013) *Casos prácticos de comportamiento del consumidor*. Madrid: Editorial ESIC.

Thaler, R. H. (2016). Todo lo que he aprendido con la psicología económica. *Barcelona, Deusto*.

Zaltman, G. (2003) *Cómo piensan los consumidores*. Barcelona: Empresa Activa.

BLOG: <http://psicologiadelconsumo.wordpress.com/>

Software

No specific software is required