

Unit Title	Digital Psychology (blended)
FHEQ Level	Level 4
Unit Code	DGM20103
Credit Value	15
Unit Type	Subject

Learning Hours			
Staff – Student Contact Hours		Independent Study Hours	
Classes	45	Independent study	75
Supervised access to Ravensbourne resources		Preparation for assessment	30
Total		150	

Unit Description

This unit takes a multi-disciplinary approach in exploring consumer psychology - and includes cognitive psychology and social psychological constructs. The direction of this investigation seeks to lift the lid on how current consumer psychology has developed sophisticated marketing campaigns and strategies that lock consumers into buying patterns such as brand loyalty and foster consumerist desire. This strand will encourage you to examine consumer behaviour from a scientific perspective and will draw upon psychological research and theory to develop an understanding of this phenomenon.

Digital psychology combines two unique disciplines; psychology and behavioural economics, and applies the outcomes to modern day digital marketing demands, creating a hybrid of the three fields that aims to explain and influence online customer behaviour.

Through the course of the unit, you will explore how cognitive, social and other psychological processes shape consumer behaviour. You will also investigate the ways in which marketing strategies are designed to capitalise on such influences. At the core of this unit is a determination to explore the ethical factors that must be drawn upon and interrogated in order to fully understand this fascinating consumerist landscape. This extends to encapsulate traditional high street marketing contexts, to the social and digital platforms that increasingly pervade our culture and shape our sense of self. Do such contexts nurture virtual communities to serve those who would otherwise feel isolated, or do they intentionally build myths of desire and encourage narrow echo chambers that force us to develop unhealthy comparisons with others that alienate us from our fellow humans? The identities we construct influence the ways we self-reflect, behave, and impact others.

The unit will also explore impact of social media on the new generation and how their buying habits are dictated by the digital marketing experts.

The projects that will form the practice element of this unit will draw upon social

psychology (the role of culture, group behaviour, loyalty), and cognitive psychology (memory and attention), that will result in you developing a marketing campaign for a concept or product that will be accompanied by a rationale for your marketing strategies and choices.

The Five Principles underpin the Mindsets and Skillsets Manifesto and are the foundation upon which all course curriculum frameworks and unit specifications are based. The relevant Principles as stated below have been mapped against the Learning Outcomes relevant to each course unit and at each level (see Programme Specifications for full description of the Five Principles):

1. Cultivate / Where the individual thrives.
2. Collaborate / Where disciplines evolve.
3. Integrate / Where education engages industry.
4. Advocate / Where purpose meets practice.
5. Originate / creativity meets technology.

Unit Indicative Content

The aim of this unit is to support students in diagnosing and communicating the range of psychological factors that digital environments have on consumer behaviour. In order to achieve this, themes covered could include:

- Introduction to Consumer Psychology
- Cognitive and Social Psychology
- Ethics in Digital Marketing
- Impact on personal choices
- Consumer memory and learning
- Perception and attention
- Identity and consumption
- Motivational determinants of consumer behaviour
- Consumer decision-making and brand loyalty
- Children as consumers
- Consumption and happiness
- Consumers and the environment
- Emotional personalised advertisements with AI

Unit Aims

To examine consumer behaviour from a scientific perspective

To investigate the ways in which marketing strategies are designed to capitalise on such influences

To explore ethical factors related to Digital Marketing and Virtual World

To Identify the impact of Social Media on youth

Unit Learning Outcomes

LO 1 Research/Inspiration

Analyse and interpret information gathering techniques using a wide range of sources, providing visual, contextual and industry case-study research as appropriate.

Related Principle: ORIGINATE

LO 3 Development/Prototyping

Demonstrate a range of tests and solutions, informed by knowledge of the principles of the creative process.

Related Principle: INTEGRATE

LO 4 (Pre) Production

Identify, select and apply an appropriate selection of processes, materials and methods that inform creative and academic practice.

Related Principle: COLLABORATE

LO 6 Critical and creative mindsets Demonstrate enquiry into what makes good practice - both creatively and academically

Related Principle: ORIGINATE

Learning and Teaching Methods

This unit will be delivered using a combination of:

- Lectures / Seminars
- Online activities
- Self-directed independent study
- Peer learning, group discussion, guest speakers

Assessment methods and tasks

Assessment tasks	Weighting (%) <i>(one grade or multi-grade unit)</i>
Group poster presentation	100%

Indicative Assessment Criteria

Evaluate impact of Social Media on youth (LO6)

Understand the role of culture, group behaviour, loyalty, and cognitive psychology (memory and attention) (LO1)

Develop a marketing campaign for a concept or product that will be accompanied by a rationale for your marketing strategies and choices. (LO3, LO4)

Johanssen, J. (2019). *Psychoanalysis and Digital Culture: Audiences, Social Media, and Big Data*. Routledge.

Jansson-Boyd, C. V. (2012) *Consumer Psychology*. Open University Press/McGraw-Hill.

Jones, G. (2014). *Click.ology: What Works in Online Shopping and How Your Business Can Use Consumer Psychology to Succeed*. Nicholas Brealey Publishing.

Recommended Reading List

Blythe, J., (2007). *Consumer Behaviour*. Thomson

Earl, P.E. (2002) *The Elgar companion to consumer research and economic psychology*. Edward Elgar.

Evans, M. M. & Foxall, G., (2006). *Consumer Behaviour*. John Wiley .Foxall, G.R. (1998) *Consumer psychology for marketing*. Second edition. International Thomson Business Press.
Hawkins, D., Mothersbaugh, D. & Best, R. J., (2004). *Consumer Behavior: Building Marketing Strategy*. McGraw-Hill

O'Shaughnessy, J. (2012) *Consumer behaviour: perspectives, findings and explanations*. Palgrave Macmillan.

Solomon, Michael. (2005). *Consumer Psychology*. 10.1016/B0-12-657410-3/00219-1.

Solomon, M. R., Bamossy, G., Askegaard, S., & Hogg, M. K., (2009). *Consumer Behaviour: A European Perspective*. Prentice Hall

Statt, D.A. (1997) *Understanding the consumer: a psychological approach*. Macmillan.

Research Sources

Datamonitor

Euromonitor

Market Research Society

Direct Marketing Association

Direct Selling Association

Advertising Standards Authority

DIGITAL AND SOCIAL MEDIA MARKETING (2019): Emerging Applications and Theoretical.

SPRINGER NATURE.