

AC – 20/05/2025
Item No. – 5.50 (N) Sem-III 6(a)



NEP-2020

Syllabus for Open Elective (OE)

Syllabus for Open Elective (OE)	
Board of Studies in Psychology	
UG Second Year Programme (Psychology)	
Semester	III
Title of Paper	Credits -2
I) Psychology of Digital Influence	
From the Academic Year	2025-26

Sr. No.	Heading	Particulars
1	Description the course:	The course contains various components of Psychology of Digital Influence , for the Open Elective (OE) students. The topics covered in the course include concepts related to psychological processes involved in online self-presentation, interpersonal attraction, influencer culture, and gaming, and analyze their impact on identity, relationships, and behavior in digital spaces.
2	Vertical:	Major/Minor/Open Elective/Skill Enhancement/Ability Enhancement/Indian Knowledge System (Choose By √)
3	Type:	Theory
4	Credit:	2 credits (1 credit = 15 Hours for Theory or 30 Hours of Practical work in a semester)
5	Hours Allotted:	30 Hours
6	Marks Allotted:	50 Marks
7	Course Objectives: (List some of the course objectives) 1) To examine the psychological processes involved in online self-presentation, interpersonal attraction, influencer culture, and gaming, and analyze their impact on identity, relationships, and behavior in digital spaces. 2) To investigate the psychological risks associated with internet addiction, online aggression, and digital sexual exploitation, and evaluate strategies for protection, behavior regulation and therapeutic interventions.	
8	Course Outcomes: (List some of the course outcomes) After completing this course, students will able to ... 1) Demonstrate an understanding of the psychological mechanisms behind online self-presentation, digital relationships, influencer culture, and gaming, and critically assess their influence on individual identity, social interactions, and behavioral patterns in digital environments. 2) Analyze the psychological risks of internet addiction, online aggression, and digital sexual exploitation and apply strategies for self-protection, responsible digital behavior and intervention techniques to mitigate their negative impact.	

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Modules:- Per credit One module

Module 1: Understanding Digital Influence in Everyday Life

a) Your Online Persona: The Psychology of Impression Management

- i. Online Self-presentation
- ii. Self-presentation Strategies
- iii. Forming Impression Online and Offline
- iv. Looking through a Lens
- v. Impression Formation on Personal Website and Social Networks
- vi. Are We Becoming More Narcissistic

b) Liking and Loving on the Internet

- i. Interpersonal Attraction Online
- ii. Psychology of Online Dating

c) Influencers

- i. Why did the Influencer Industry Happen?
- ii. What do Influencers Actually Do? What is their Appeal
- iii. How do they make money

d) Online Gaming

- i. Taxonomy of Video Games
- ii. Who Plays and Why?
- iii. Psychological Effects of Video Games
- iv. Benefits of Video Games
- v. Serious Games: Gamification in Education, Training and Health

Module 2: The Dark Side of Digital Influence and Protecting Oneself and Treatment

a) Internet Addiction

- i. The Internet's Addictive Properties
- ii. Internet's Addictive Neighbourhoods

b) Online Aggression

- i. The Psychology of Online Aggression
- ii. Cyberstalking
- iii. Aggression; Internet Style

c) Sex and Internet

- i. Sexual harassment online
- ii. Sexuality on the Internet
- iii. Internet Pornography

d) Protecting Oneself and Treatment

- i. Strategies for managing privacy online
- ii. Strategies to reduce Aggressive Behaviour online
- iii. Treating Internet Addiction

10	Text Books: 1. Wallace, P. (2016). The Psychology of the Internet. New York: Cambridge University Press 2. McCorquodale, S. (2020) Influence: How Social Media Influencers are Shaping our Digital Future? NewYork: Bloomsbury

11	Reference Books:	
12	Internal Continuous Assessment: 40%	External, Semester End Examination: 60% Individual Passing in Internal and External Examination: 40%
13	Continuous Evaluation through:	Book Review, Poster Presentation, Class Tests, Project, Role play, Creative writing, Movie Review & Assignment etc.(at least 3)
14	Format of Question Paper: for the final examination As per the University guidelines.	

Sd/-

Sign of the BOS
Chairman
Dr. Vivek Belhekar
Board of Studies in
Psychology

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Dr. Suchitra Naik
Faculty of
Humanities

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