

St Xavier's University Kolkata
Faculty of Arts & Social Studies
Department of Psychology
Value-Added Course

Course Title: Psychology of Digital Media

Dates: 1/09/2026 – 10/11/2026

Course Coordinator(s): Dr. Shivani Santosh & Dr. Parvati Varma

Credit: 2

No of Hours: 30

Course Content: The course is designed to help students critically understand how digital media is continuously shaping, influencing, and directing human thought and behaviour towards particular choices. It builds awareness of digital media and online learning as a powerful pedagogical tool in the hands of educators, and helps students understand why fake news, negative communication, and conspiracy theories receive such easy and frequent attention on digital platforms. The course also introduces students to emergent, psychologically relevant concepts such as 'brain-rot' and 'doomscrolling', and equips them to regulate unhealthy digital media usage patterns and break negative behavioural loops.

The course is intended for beginners seeking a foundational, psychologically-informed orientation to digital media. The course comprises of three modules:

Module 1: Emergence of Digital Media: Module 1 deals with the evolution of digital media, India's digital media scenario, and the role of social media, technology, and AI in this emergence, along with its benefits and challenges, with special emphasis on mental health issues.

Module 2: Fundamental Concepts: Module 2 deals with the core concepts and importance of cyberspace, the relationship between entrepreneurship and digital media in today's era, the types and impacts of computer-based communication, and the fundamental role of social media in governance, business, and politics.

Module 3: Digital Media & Communication: Module 3 deals with cognition in the digital age and its process, positive, and negative impacts; digital media and online learning as a useful tool or a boomerang; and why negative messages, fake news, and conspiracy theories are formed and receive greater attention and appeal.