Media Effects Research A Basic Overview Mass Communication And Journalism


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Media Effects provides students with an in-depth understanding of how the media are constantly influencing individuals and society. W. James Potter guides readers through the extensive body of research on the effects of the mass media by organizing the book around two Media Effects Templates. The first template helps organize thinking about media influences on individuals, and the second focuses on media influences on larger social structures and institutions. Throughout the book, Potter encourages students to analyze their own experiences by searching for evidence of these effects in their own lives, making the content meaningful.

In this undergraduate text, Traudt (U. of Nevada, Las Vegas) uses the classic The Early Window: Effects of Television in Children and Youth as inspiration to examine the theories and applications of media effects research. His 15 chapters include summaries, references, activities and additional reading. Topics include quantitative research, health issues in media, advertising, the impact of television, stereotyping, the media's effect on children and education, music videos and video games, television news, and the effect of television on presidential politics. Annotation ©2004 Book News, Inc., Portland, OR (booknews.com).

Does exposure to media violence make us more violent? Do stereotypes in the media affect the way we see different social groups? Do media institutions play any role in social change? Media Effects is a concise introduction which studies the ways in which media affect society. James Shanahan explores how researchers and society became interested in media effects, outlines the important developments in the field, and looks at how research on narrative is playing a progressively important role in revealing what we know. The book also provides a timely and welcome perspective on the effects of media on children's health and development and to identify gaps in both research and practice. The goal was for a variety of experts to consider steps and strategies that could move this research forward and improve its utility for helping parents, practitioners, and policy makers guide young people in navigating a media-rich environment. Studying Media Effects on Children and Adolescents provides a summary of that discussion, supplemented with information from two papers prepared for the workshop. It begins with an examination of the potential impact of media exposure, followed by a discussion of the basic research questions and the methods currently used to study them. Methodological questions and challenges and theoretical approaches are discussed, they are discussed from the perspective of other kinds of epidemiological research. This report closes with a discussion of future directions for the field.

The Handbook of the Psychology of Communication Technology offers an unparalleled source for seminarians and cutting-edge research on the psychological effects of media technologies with leading scholars providing insights that advance our knowledge on human-computer interaction. • A uniquely focused review of research on the psychology of technology and the methods currently used to study them. Authoritative chapters by leading scholars studying psychological aspects of communication technologies • Covers all forms of media from Smartphones to Robotics, from Social Media to Virtual Reality • Explores the psychology behind our use and abuse of modern communication technologies • New theories and empirical findings about ways in which our lives are transformed by digital media


Whether we are watching TV, surfing the Internet, listening to our iPods, or reading a novel, we all engage with media as an audience. Despite the widespread use of this term in our popular culture, the meaning of "audience" is complex, and it has generated significant historical shifts as new forms of mediated communication have developed from print, telegraphy, and radio to film, television, and the Internet. John L. Sullivan's second edition of Media Audiences: Effects, Users, Institutions, and Power explores the concept of media audiences from four broad perspectives: as "victims" of mass media, as market constructions / commodities, as users, and as producers / publishers of mass culture. The goal is for students to be able to think critically about the role and status of media audiences in contemporary society, reflecting on their relative power in relation to media producers. MEDIA EFFECTS RESEARCH, FOURTH EDITION, provides an excellent introduction for students studying media effects research on society. Through an engaging narrative style, the author presents fascinating research findings on media impact and related mass media theories. Students are provided with a clear perspective of the relationship between science, and practical questions about the effects of mass media. Important Notice: Media content referenced within the product description or the product text may not be available in the ebook version.

"This highly engaging landmark work, a natural history of exercise--by the author of the best seller The Story of the Human Body-seeks to answer a fundamental question: were you born to run or rest? The first three parts of Exercised roughly follow the evolutionary story of human physical activity and inactivity, even as each chapter shatters a particular myth about exercise. Because we cannot understand physical activity without understanding its absence, Part One begins with physical inactivity--sitting, standing, or sleep? Part Two explores physical activities that require speed, strength, and power, such as running, swimming, or lifting. Part Three surveys physical activities that involve endurance, such as walking, and mediated communication have developed from print, telegraphy, and radio to film, television, and the Internet. John L. Sullivan's second edition of Media Audiences: Effects, Users, Institutions, and Power explores the concept of media audiences from four broad perspectives: as "victims" of mass media, as market constructions / commodities, as users, and as producers / publishers of mass culture. The goal is for students to be able to think critically about the role and status of media audiences in contemporary society, reflecting on their relative power in relation to media producers. MEDIA EFFECTS RESEARCH, FOURTH EDITION, provides an excellent introduction for students studying media effects research on society. Through an engaging narrative style, the author presents fascinating research findings on media impact and related mass media theories. Students are provided with a clear perspective of the relationship between science, and practical questions about the effects of mass media. Important Notice: Media content referenced within the product description or the product text may not be available in the ebook version.

The presence and intensity of media influences television, radio, newspapers, magazines, films, videos, and related media. Computers, videos, and related media are increasingly recognized as an important part of the social ecology of children and youth, and these influences have become more visible and volatile in recent decades. Research that explores the level and effects of media influences calls for measurements of the quantity and character of exposure to a variety of potentially overlapping media sources, an analysis of the content of the media output, and examinations of the social context and relationships that are associated with the media experience. Recognizing the importance of this research, the Board on Children, Youth, and Families, under the auspices of the National Research Council and the Institute of Medicine, and with the sponsorship of the Henry J. Kaiser Family Foundation, held a workshop in March 2006. Its purpose was to examine the quality of the measures used in studies of the effects of media on children's health and development and to identify gaps in both research and practice. The goal was for a variety of experts to consider steps and strategies that could move this research forward and improve its utility for helping parents, practitioners, and policy makers guide young people in navigating a media-rich environment. Studying Media Effects on Children and Adolescents provides a summary of that discussion, supplemented with information from two papers prepared for the workshop. It begins with an examination of the potential impact of media exposure, followed by a discussion of the basic research questions and the methods currently used to study them. Methodological questions and challenges and theoretical approaches are discussed, they are discussed from the perspective of other kinds of epidemiological research. This report closes with a discussion of future directions for the field.

The daily news plays a major role in the continuously changing mix of thoughts, feelings and behavior that defines public opinion. The News & Public Opinion details these effects of the news media on the sequence of outcomes that collectively shape public opinion, beginning with initial attention to the various news media and their contents and extending to the effects of this exposure on the acquisition of information, formation of attitudes and opinions and to the consequences of all these processes for participation in public life. Sometimes called the hierarchy of media effects, this sequence of outcomes describes the communication process involved in the formation of public opinion. Although the media landscape is undergoing rapid change, key elements remain the same, the News & Public Opinion emphasizes these basics of communication established over decades of empirical social science investigations into the impact of mass communication on public opinion. The primary audience for this book is students, both advanced undergraduates and graduate students, as well as members of the general public who want to understand the role of the news media in our civic life.
With staggering swiftness, the mobile phone has become a fixture of daily life in almost every society on earth. In 2007, the world had over 3 billion mobile subscriptions. Prosperous nations boast of having more subscriptions than people. In the developing world, hundreds of millions of people who could never afford a landline telephone now have a mobile number of their own. With a mobile in our hand many of us feel safer, more productive, and more connected to loved ones, but perhaps also more distracted and less involved with things happening immediately around us. Written by two leading researchers in the field, this volume presents an overview of mobile phones as a social and cultural phenomenon. Research is summarized and made accessible through detailed descriptions of mobile phones from around the world. These illustrate popular debates, as well as deeper social forces at work. The book concludes by considering three themes: 1) the tighter interlacing of daily activities 2) a revolution of control in the social sphere, and 3) the arrival of a world where the majority of its inhabitants are reachable, anywhere, anytime.

Now in its fourth edition, Media Effects again features essays from some of the finest scholars in the field and serves as a comprehensive reference volume for scholars, teachers, and students. This edition contains both new and updated content that reflects our media-saturated environments, including chapters on social media, video games, mobile communication, and virtual technologies. In recognition of the multitude of research trajectories within media effects, this edition also includes new chapters on narratives, positive media, the self and identity, media selection, and cross-cultural media effects. As scholarship in media effects continues to evolve and expand, Media Effects serves as a benchmark of theory and research for the current and future generations of scholars. The book is ideal for scholars and for undergraduate and graduate course work in media effects, media psychology, media theory, psychology, sociology, political science, and related disciplines.

In Major Theories of Media Effects, six major theories of media effects are analyzed and evaluated to assess the current state of knowledge in the field of media effects. This book is valuable as a reference for scholars and a textbook for graduate and advanced undergraduate courses in media studies.

In this book, Barrie Lunger provides a broad overview of the methodological perspectives adopted by media researchers in their attempt to derive a better understanding of the nature, role, and impact of media in society. By tracing the epistemological and theoretical roots of the major methodological perspectives, Lunger identifies a number of social scientific research that have determined the major perspectives in the area. Drawing a distinction between quantitative and qualitative methods, he discusses the relative advantages and disadvantages of each approach, and examines recent trends that signal a convergence of approaches and their associated forms of research. The uniqueness of this

With mobile devices and easy access to the internet, people are now in constant connection with news and entertainment, as well as contributing to content through social media. This book focuses on the unique effects these digital media have, making students aware of media’s omnipresence in their lives.

Grounded in theoretical principle, Media Effects and Society help students make connect the relationship between media and the impact it has on society as a whole. The text also explores how the relationship individuals have with media is created, therefore helping them alleviate its harmful effects and enhance the positive ones. The range of media effects addressed herein includes news diffusion, learning from the mass media, socialization of children and adolescents, influences on public opinion and voting, and violent and sexually explicit media content. The text examines relevant research done in these areas and discusses it in a thorough and accessible manner. It also presents a variety of theoretical approaches to understanding media effects, including cultural and content-based theories. In section II: Focuses on dominant theoretical approaches in the media effects area from a more

The study of media effects is one of the most central to the discipline of communication and encompasses a vast array of theoretical perspectives, methodological tools, and application to important social contexts. In light of this importance - as mass medias potential to influence audience beliefs and behavior is a subject that has long fascinated scholars and the general public. The ongoing interest and concern are reflected in the common tendency to blame the media for many of society's problems. This extensively revised and updated edition cuts through popular notions of presumed effects to provide a balanced, informed, up-to-date treatment of the media effects literature. The clear, compelling presentation, illuminated by dozens of new photographs, equips readers with a fundamental understanding of the history, theoretical underpinnings, and current status of media effects researchknowledge that will help them navigate in a media-saturated environment. The book is divided into two parts: Part I: Challenges to the traditional conception of the audience; (5) the impact of new media environments; (6) criticismsntroversies; and (7) directions for future research. Part II: Focuses on dominant theoretical perspectives and their relationship to broad-reaching effects of both entertainment and news programming.

Since its development shaped by the turmoil of the World Wars and suspicion of new technologies such as film and radio, political communication has become a hybrid field largely devoted to connecting the dots among political rhetoric, political organizations, and the public. In Major Theories of Media Effects, six major theories of media effects are analyzed and evaluated to assess the current state of knowledge in the field of media effects. This book is valuable as a reference for scholars and a textbook for graduate and advanced undergraduate courses in media studies.

The Oxford Handbook of Political Communication contains an overview of past scholarship while providing critical reflection of its relevance in a changing media landscape and offering agendas for future research and innovation.

Cultivation analysis is an active, ongoing influence and research tradition, designed to assess the contributions of television viewing to people's perceptions of social reality. It attempts to determine the extent to which people who watch greater amounts of television hold different conceptions of social reality from those who watch less. It is concerned with cumulative correlates and consequences of television exposure rather than short-term responses to or individual interpretations of television content. It focuses on the implications of accumulated research into television's most general, insidious, and inescapable images and values. This unique volume brings together some of the most recent developments in the conceptual, methodological, and substantive areas of the field and its related contexts. The Handbook provides an overview of television's potential to influence social reality, as well as the effects of television on social life.
The section then focuses on related theories that, though less developed, have received significant attention in the literature. To expand the horizon of this Handbook, a chapter on Cultural Studies in included the text. Section IV: Refects a dominant trend in media effects literature - that related to
persuasion and learning - and traces its theoretical perspectives (including major theories of persuasion and especially social cognitive theory) through the various contexts in which media have such effects, such as health, advertising, media literacy, and the like. Section V: Explores the contexts and audiences that have been considered focal, and considers the topics and audiences that are applicable to those contexts, further expaining the theoretical offerings of this Handbook. The focus on how this sort of research is typically conducted methodologically and how it will need to change in light of new technologies and media advances make these chapters unique. Section VI: Expands on existing work by focusing on a concern central and unique to the communication discipline - message medium - and how it influences effects ranging from what messages are attended to (e.g., formal features), how we spend our time (e.g., displacement effects), and even how we think (e.g., medium theory).

The media plays an intricate role in the political economy of developing nations as it conveys the social issues and impacts of a government’s legislation and policy. However, information is often miscommunicated or biased in emerging countries. This book provides data owners often tailor news and advertisements to promote their own agendas rather than meet the needs of citizens. Political Influence of the Media in Developing Countries analyzes the use and structure of media in political forums in developing nations. Featuring research on the effects of the media on news consumption and the professional and ethical difficulties journalists and editors face in the dissemination of political messages, this publication is an essential reference source for policy makers, academics, politicians, students, and researchers interested in the adoption of various media formats used to promote the political environment and civic engagement within developing countries.

Provides an excellent introduction to students of mass media effects, and presents the research findings of media impacts and the connected mass media theories in the context of those research findings.

The Handbook of Media and Mass Communication Theory presents a comprehensive collection of original essays that focus on all aspects of current and classic theories and practices relating to media and mass communication. Focuses on all aspects of current and classic theories and practices relating to media and mass communication and includes essays from a variety of global contexts, from Asia and the Middle East to the Americas. The book covers theories and seminal works. In addition to expected entries covering the basics of theories and methods traditionally used in communication research, other entries discuss important trends influencing the future of that research, including contemporary considerations when applied specifically to communication research, accompanied by engaging examples from the literature of communication, journalism, and mass media studies. Entries cover every step of the research process, from the creative development of research topics and questions to literature reviews, selection of best methods (whether quantitative, qualitative, or mixed) for analyzing research results and publishing research findings, whether in traditional media or via new media outlets. In addition to expected entries covering the basics of theories and methods traditionally used in communication research, other entries discuss important trends influencing the field of media use and well-being.

The Routledge Handbook of Media Use and Well-Being serves as the first international review of the current state of this fast-developing area of research. The volume provides a multifaceted perspective on the beneficial as well as the detrimental effects of media use on psychological health and well-being. As a “first-mover,” it will define the field of media use and well-being and provide an essential resource for research and teaching in this area. The volume is structured along four central considerations: Processes presents concepts that provide a theoretical bridge between media use and well-being, such as psychological need satisfaction, recovery from stress and strain, self-presentation and self-enhancement, and social connections. The volume reviews the evidence on well-being and protective factors that foster positive media effects. Contexts bridges the gap between theory and “real life” by illustrating how media use can influence well-being and satisfaction in very different life domains, covering the full spectrum of everyday life by addressing the public, private, and work spheres. The volume provides a look at the influence of life phases and life situations on the interplay of media use and well-being, questioning whether various user groups differ with regard to the effects of media exposure. Bringing together the expertise of outstanding international scholars from multiple disciplines, this volume is a valuable resource for communication, media use and well-being, and promotion research, as well as for journalism, psychology, and media education, this handbook sheds new light on the role of media in influencing and affecting emotions.

Media scholarship has responded to a rapidly evolving media environment that has challenged existing theories and methods while also giving rise to new theoretical and methodological approaches. This volume explores the state of contemporary media research. Focusing on Intellectual Foundations, Theoretical Perspectives, Methodological Approaches, Context, and Contemporary Issues, this volume is a valuable resource for media scholars and students.

Offers a set of meta-analyses, covering the breadth of media effects research. Organized by theories, outcomes, and mass media campaigns, the chapters included offer important insights on what social science research reveals about effects. This volume is useful for students, researchers, and graduate students in media effects and media psychology.

This book, first published in 2006, presents research about experiences in middle childhood that forecast children’s future development.

This book was written as a research project carried out by the Junior High School students of Proyecto Arca, led by their English language coach, Daniela Acosta. Proyecto Arca is a creationist education model developed in Chilehuahua, Mexico, where children learn to be happy to learn, happy to find a career, and happy to make a new family. At Proyecto Arca we choose to have a life with a purpose, we encourage collaboration and we follow the golden rule: Do unto others as you would have them do unto you.

This new edition updates and expands the scholarship of the 1st edition, examining media effects in

Volume III in the series Studies in Social Psychology in World War II. The Army proved to be a worldwide laboratory for film research and research on other means of getting across both technical information and indoctrination. Findings are of direct importance to film-makers, educators. Originally published in 1971. The Princeton Legacy Library uses the latest print-on-demand technology to again make available previously out-of-print books from the distinguished backlist of Princeton University Press. These editions preserve the original texts of these important books while presenting them in durable paperback and hardcover editions. The goal of the Princeton Legacy Library is to vastly increase access to the rich scholarly heritage found in the thousands of books published by Princeton University Press since its founding in 1905.

Communication research is evolving and changing in a world of online journals, open-access, and new ways of obtaining data and conducting interviews via the Internet. Although there are generic encyclopedias describing basic social science research methodologies in general, this comprehensive A-to-Z reference work exploring methods specific to communication and media studies. Our entries, authored by key figures in the field, focus on special considerations when applied specifically to communication research, accompanied by engaging examples from the literature of communication, journalism, and mass media studies. Entries cover every step of the research process, from the creative development of research topics and questions to literature reviews, selection of best methods (whether quantitative, qualitative, or mixed) for analyzing research results and publishing research findings, whether in traditional media or via new media outlets. In addition to expected entries covering the basics of theories and methods traditionally used in communication research, other entries discuss important trends influencing the future of that research, including contemporary ideals and standards for communication research. This handbook sheds new light on the role of media in influencing and affecting emotions.

This fully revised and updated edition provides a comprehensive, non-technical introduction to the range of approaches to understanding mass communication.

Fundamentals of Media Effects is a readable scholarly text geared to undergraduate students in the media effects course. The book is divided into three sections. Section 1, Overview and History, provides historical evidence for media effects and and Cross-References to related entries to guide students further in their research journeys. The Index, Reader’s Guide themes, and Cross-References combine to provide robust search-and-browse in the e-version.
Addressing a multitude of questions and issues surrounding how we use the media, Media Effects and Beyond represents the results of an international research programme into the use and effects of television, video and music. Seeing the viewer not simply as passive object but as a very active subject, the contributors engage with every aspect of children's, adolescents' and families' use of the media - its character, causes and consequences. Topics explored include media and social mobility, family communication, and consumer lifestyles. Confronting the two traditions of lifestyle research and effects research, Media Effects and Beyond offers a much-needed reconceptualization of both. Written at a time when traditional European public service media systems struggle against a tidal wave of commercial electronic media, this book will be important reading for students of contemporary culture and communications, as well as media policy for decision makers.

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