

Archival Research

Any study that analyzes older media must employ archival research, which is a type of research that focuses on reviewing historical documents such as old newspapers and past publications. Old local newspapers are often available on microfilm at local libraries or at the newspaper offices. University libraries generally provide access to archives of national publications such as The New York Times or Time; publications can also increasingly be found in online databases or on websites.

Surveys

Surveys are ubiquitous in modern life. Questionnaires record data on anything from political preferences to personal hygiene habits. Media surveys generally take one of the following two forms.

A descriptive survey aims to find the current state of things, such as public opinion or consumer preferences. In media, descriptive surveys establish television and radio ratings by finding the number of people who watch or listen to particular programs. An analytical survey, however, does more than simply document a current situation. Instead, it attempts to find out why a particular situation exists. Researchers pose questions or hypotheses about media, and then conduct analytical surveys to answer these questions. Analytical surveys can determine the relationship between different forms of media consumption and the lifestyles and habits of media consumers.

Social Role Analysis

- As part of child rearing, parents teach their children about social roles. When parents prepare children to attend school for example, they explain the basics of school rules and what is expected of a student to help the youngsters understand the role of students. Like the role of a character in a play, this role carries specific expectations that differentiate school from home. Adults often play a number of different roles as they navigate between their responsibilities as parents, employees, friends, and citizens. Any individual may play a number of roles depending on his or her specific life choices.
- **Social role analysis** of the media involves examining various individuals in the media and analyzing the type of role that each plays. Role analysis research can consider the roles of men, women, children, members of a racial minority, or members of any other social group in specific types of media. For example, if the role children play in cartoons is consistently different from the role they play in sitcoms, then certain conclusions might be drawn about both of these formats. Analyzing roles used in media allows researchers to gain a better understanding of the messages that the mass media sends (Berger, 1998).

Depth Interviews

- The **depth interview** is an anthropological research tool that is also useful in media studies. Depth interviews take surveys one step further by allowing researchers to directly ask a study participant specific questions to gain a fuller understanding of the participant's perceptions and experiences. Depth interviews have been used in research projects that follow newspaper reporters to find out their reasons for reporting certain stories and in projects that attempt to understand the motivations for reading romance novels. Depth interviews can provide a deeper understanding of the media consumption habits of particular groups of people (Priest, 2010).

Rhetorical Analysis

- **Rhetorical analysis** involves examining the styles used in media and attempting to understand the kinds of messages those styles convey. Media styles include form, presentation, composition, use of metaphors, and reasoning structure. Rhetorical analysis reveals the messages not apparent in a strict reading of content. Studies involving rhetorical analysis have focused on media such as advertising to better understand the roles of style and rhetorical devices in media messages (Gunter, 2000).

Mass Media Research An Introduction

Roger D. Wimmer, Joseph R. Dominick



Mass Media Research An Introduction:

Mass Media Research Roger D. Wimmer, Joseph R. Dominick, 2000 This text begins with an overview of mass communication research and ethics of research It then explores each major approach to research including qualitative content analysis survey research longitudinal research and experimental research The text continues with a section on data analysis and concludes with a forward looking section on research applications covering such topics as research in print and electronic media as well as on the Internet *Mass Media Research* Wimmer, Joseph R. Dominick, 2002-07 This text begins with an overview of mass communication research and ethics of research It then explores each major approach to research including qualitative research content analysis survey research longitudinal research and experimental research The text continues with a section on data analysis and concludes with a forward looking section on research applications covering such topics as research in print and electronic media and on the Internet **Mass Media Research** Roger D. Wimmer, Joseph R. Dominick, 1997 This text effectively presents both principles and techniques of statistics and research methods in a totally mass media oriented context The text presents the research process and enables students to understand analysis and reports from secondary sources Mass Media Research Wimmer, Dominick, 1990-12 Mass Media Research Roger D. Wimmer, Joseph R. Dominick, 2013-06-25 Quality media is the result of meticulous research MASS MEDIA RESEARCH AN INTRODUCTION 10e shows you how it happens from content analysis to surveys to experimental research and then equips you with expert tips on analyzing the media you encounter in your daily life Reflecting the latest developments from the field this popular book delivers a comprehensive overview of mass communication research and a thorough exploration of each major approach including qualitative research content analysis survey research longitudinal research and experimental research It also fully integrates social media coverage ethics and the impact of merging technology Available with InfoTrac Student Collections <http://gocengage.com/infotrac> Important Notice Media content referenced within the product description or the product text may not be available in the ebook version **Doing Media Research** Susanna Hornig Priest, 2010 Comprehensive and comprehensible *Doing Media Research* is an accessible introduction to both qualitative and quantitative methods in media communication Written in a straightforward and engaging style this text takes the student through media research step by step In order to provide students with a thorough understanding of the purpose and theories behind the various methodological approaches the text is divided into four distinct sections Part One lays out the foundations to each approach Part Two describes the types of research questions and data collection required Part Three details a range of quantitative approaches and Part Four examines qualitative methods Author Susanna Priest concludes with a discussion of special considerations for current media research including the feminist contribution international and intercultural perspectives and new media technology She also invites the reader to tackle issues such as ethics objectivity and the interpretation of data Useful exercises are provided at the end of each chapter and

there is a glossary which defines key terms and concepts , Media Studies: Content, audiences, and production Pieter Jacobus Fourie,2001 This book includes theoretical approaches as well as a production section that focuses on basic techniques and introductory applications of media studies **Media/impact** Shirley Biagi,2003 **Mass Media Research** Roger D. Wimmer,Joseph R. Dominick,2000

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Table of Contents Mass Media Research An Introduction

1. Understanding the eBook Mass Media Research An Introduction
 - The Rise of Digital Reading Mass Media Research An Introduction
 - Advantages of eBooks Over Traditional Books
2. Identifying Mass Media Research An Introduction
 - Exploring Different Genres
 - Considering Fiction vs. Non-Fiction
 - Determining Your Reading Goals
3. Choosing the Right eBook Platform
 - Popular eBook Platforms
 - Features to Look for in an Mass Media Research An Introduction
 - User-Friendly Interface
4. Exploring eBook Recommendations from Mass Media Research An Introduction
 - Personalized Recommendations
 - Mass Media Research An Introduction User Reviews and Ratings
 - Mass Media Research An Introduction and Bestseller Lists

5. Accessing Mass Media Research An Introduction Free and Paid eBooks
 - Mass Media Research An Introduction Public Domain eBooks
 - Mass Media Research An Introduction eBook Subscription Services
 - Mass Media Research An Introduction Budget-Friendly Options
6. Navigating Mass Media Research An Introduction eBook Formats
 - ePub, PDF, MOBI, and More
 - Mass Media Research An Introduction Compatibility with Devices
 - Mass Media Research An Introduction Enhanced eBook Features
7. Enhancing Your Reading Experience
 - Adjustable Fonts and Text Sizes of Mass Media Research An Introduction
 - Highlighting and Note-Taking Mass Media Research An Introduction
 - Interactive Elements Mass Media Research An Introduction
8. Staying Engaged with Mass Media Research An Introduction
 - Joining Online Reading Communities
 - Participating in Virtual Book Clubs
 - Following Authors and Publishers Mass Media Research An Introduction
9. Balancing eBooks and Physical Books Mass Media Research An Introduction
 - Benefits of a Digital Library
 - Creating a Diverse Reading Collection Mass Media Research An Introduction
10. Overcoming Reading Challenges
 - Dealing with Digital Eye Strain
 - Minimizing Distractions
 - Managing Screen Time
11. Cultivating a Reading Routine Mass Media Research An Introduction
 - Setting Reading Goals Mass Media Research An Introduction
 - Carving Out Dedicated Reading Time
12. Sourcing Reliable Information of Mass Media Research An Introduction
 - Fact-Checking eBook Content of Mass Media Research An Introduction
 - Distinguishing Credible Sources
13. Promoting Lifelong Learning

- Utilizing eBooks for Skill Development
 - Exploring Educational eBooks
14. Embracing eBook Trends
- Integration of Multimedia Elements
 - Interactive and Gamified eBooks

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