

MEDIA EFFECTS

THOUGHT FOR THE DAY

There is no principle of causality in mere sequence.

Marshall McLuhan

IN WHAT WAY(S) ARE YOU INFLUENCED BY THE MEDIA?

Perhaps a better question is,

ARE THERE ANY WAYS IN WHICH YOU ARE **NOT** INFLUENCED BY
THE MEDIA?

Early Developments in Media Research

Propaganda research

Public Opinion research

Social Psychological studies (VALS Network)

Marketing research

Research on Media Effects: A Theory of Human Behavior?

Models of analysis: what does it.

Hypodermic-needle: One shot does it

Minimal effects: selective exposure and retention

Uses and gratifications: functions not impact

Approaches to media effects: how can we tell?

Scientific method poses hypotheses (p. 529).

Experiments

Surveys

Content analysis

Explaining how media affects you:

Social learning theory

Agenda setting

Cultivation effect

Spiral of silence

Cultural Approaches to Media Research

Textual analysis (context) looks at rituals, narrative and meanings. How information is delivered is as important as what is being said.

Audience studies: how people use and interpret cultural content. Do people identify with characters?

Political economy focuses on the production of popular culture and forces that drive it.

The importance and limitations of media research