

Research Techniques for the Media Industry

Media Research Techniques

Bonnie S. Brennen



Media Research Techniques:

Media Research Techniques Arthur Asa Berger, 1998 *Media Research Methods* Barrie Gunter, 2000-02-11 Assessing the relative strengths and weaknesses of qualitative and quantitative methods this book examines the methodological perspectives adopted by media researchers in their attempts to understand the nature of media in society **Media Research Methods** Ina Bertrand, Peter Hughes, 2017-10-13 This indispensable textbook provides student researchers with extensive guidance and methods from across the social sciences and humanities showing them how to make informed choices and consider the many alternatives available throughout the research process Unique in approach the text focus on how to do media research across three key strands audiences institutions and texts and critically assesses a wide range of methods addressing why they are appropriate or useful in certain scenarios Written by two experts with a wealth of experience between them in teaching research methods and skills this excellent resource explains complex methods in a clear and accessible way offering practical guidance on how to use different methodologies while situating the methods in the context of critical evaluations of previously published research Providing a complete overview of media research methods while encouraging students to develop their own intellectual frameworks this book is invaluable for undergraduates postgraduates novice and more experienced researchers of media communication and journalism **The SAGE Handbook of Social Media Research Methods** Luke Sloan, Anabel Quan-Haase, 2017-01-26 With coverage of the entire research process in social media data collection and analysis on specific platforms and innovative developments in the field this handbook is the ultimate resource for those looking to tackle the challenges that come with doing research in this sphere **Research Methods and the New Media** Frederick Williams, Ronald E. Rice, Everett M. Rogers, 1988-09-26 The new media interactive videodiscs telecommunications computers VCRs teletext systems and more present researchers with new challenges when it comes to studying practical applications or theoretical effects This valuable volume aids researchers in first recognizing the special qualities of interactivity demassification and asynchronicity that the new media have created and to instruct professional researchers and students in alternative research methods multiple methods and the triangulation of results For the first time a variety of methods are examined as they apply to new media research including mathematical modeling controlled experiments quasiexperiments surveys longitudinal studies field studies archival and secondary research futures research and forecasting content analysis case studies and focus groups Whether the problem to be researched is as focused as considering the cost benefit for a school wishing to adopt computers in the classroom or as wide ranging as determining the effects of video games on child socialization this up to date and thorough guide alerts researchers to the pitfalls of traditional methodology and offers a firm foundation upon which they can build reliable accurate projects able to produce sound results **Media and Communication Research** Arthur Asa Berger, 2000-03-21 In this book Arthur Asa Berger combines a practical focus the use of numerous examples a step by step approach and humour to examine both qualitative

and quantitative research methods in media and communication research **Media Research Methods** James A. Anderson, 2011-09-21 *Media Research Methods Understanding Metric and Interpretive Approaches* brings the insights of a senior theorist methodologist and critic to the classroom Departing from the methods recipe approach the text explains the reasons behind the methods and makes the connections to theory and knowledge production Written in a conversational style the book engages students and appeals to them as media consumers and users of research The book takes the reader through each step of the research process outlining the procedures differences strengths and limitations of metric interpretive and the newer hybrid approaches The text lays down a strong foundation in empirical research and problem solving addressing metric topics of hypotheses sampling statistics survey and experimental protocols and interpretive topics of textual analysis coding critical engagement and ethnography A special chapter at the end of the book is a helpful guide for those readers who aspire to a research and analysis career **Qualitative Research Methods for Media Studies** Bonnie S. Brennen, 2021-10-25 This fully updated third edition provides students and researchers with the tools they need to perform critically engaged theoretically informed research using methods that include interviewing focus groups historical research oral histories ethnography and participant observation textual analysis and digital research Each chapter features step by step instructions that integrate theory with practice as well as a case study drawn from published research demonstrating best practices for media scholars Readers will also find in depth discussions of the challenges and ethical issues that may confront researchers using a qualitative approach With new case studies and examples throughout this third edition also includes updated and expanded material on digital technologies and platforms how to perform social media research how to analyze a variety of multimedia texts and reflections on the use of big data A comprehensive and accessible guide for those hoping to explore this rich vein of research methodology this book provides students and scholars with the all tools they need to be able to work in today s convergent media environment **Qualitative Research Methods for Media Studies** Bonnie Brennen, 2012-11-12 This book introduces the essential qualitative methods used in media research with an emphasis on integrating theory with practice Each method is introduced through step by step instruction on conducting research and interpreting research findings alongside in depth discussions of the historical cultural and theoretical context of the particular method and case studies drawn from published scholarship This text is a comprehensive and accessible introduction to qualitative methods ideal for media and mass communication research courses **Communication Research** G. M. (Trudie) du Plooy, Gertruida M. Du Plooy, 2009-01-30 This book deals with both qualitative and quantitative approaches to research methodology the steps followed in the research process data collection sampling measuring questioning and observing and the procedures followed when applying a research design and interpreting research data Various research techniques and methods are applied to conducting research of advertising mass media audiences and mass media efficiency and to conducting research in organisational and development contexts The publication ends with a

framework of scientific criteria and guidelines that can be used when planning and writing a research report as well as when analysing and evaluating published research reports Against the background of outcomes based education the aim of this publication is to enable learners to develop and acquire the following learning outcomes research skills problem solving skills communication skills environmental literacy developing a macrovision self responsibility skills and developing individual moral and ethical values as part of lifelong learning Towards achieving these outcomes and to accommodate different learning styles the publication follows an interactive approach and contains several learning aids such as marginal notes executive summaries self evaluation and portfolio tasks as well as guides with criteria that can be used by learners teachers or examiners to assess the achievement of learning outcomes and performance

The Handbook of Online and Social Media Research Ray Poynter, 2010-08-27 Drawing together the new techniques available to the market researcher into a single reference The Handbook of Online and Social Media Research explores how these innovations are being used by the leaders in the field This groundbreaking reference examines why traditional research is broken both in theory and practice and includes chapters on online research communities community panels blog mining social networks mobile research e ethnography predictive markets and DIY research This handbook fills a significant learning gap for the market research profession and Ray Poynter has once again proven that he is a guiding light The practical and pragmatic advice contained within these pages will be relevant to new students of research young researchers and experienced researchers that want to understand the basics of online and social media research Ray's views on how to be better with people and how to maximise response rates are vital clues that are likely to shape the future of market and social research Peter Harris National President Australian Market and Social Research Society AMSRS It's hard to imagine anyone better suited to covering the rapidly changing world of online research than Ray Poynter In this book he shows us why Whether you are new to online or a veteran interested in broadening your understanding of the full range of techniques quant and qual this book is for you Reg Baker President and Chief Operating Officer Market Strategies International Finally a comprehensive handbook for practitioners clients suppliers and students that includes best practices clear explanations advice and cautionary warnings This should be the research benchmark for online research for some time Poynter proves he is the online market research guru Cam Davis Ph D former Dean and current instructor of the online market research course for the Canadian Marketing Research and Intelligence Association Ray Poynter's comprehensive authoritative easy to read and knowledgeable handbook has come to our rescue it is a must read for anyone who needs to engage with customers or stakeholders in a creative immediate and flexible way that makes maximum use of all the exciting new technology now open to us Market researchers need to know this stuff now I can guarantee that anyone who buys the book will find it a compelling read they will be constantly turning to the next page in order to find yet another nugget of insight from Ray's tour de force Dr David Smith Director DVL Smith Ltd Professor University of Hertfordshire Business School

Building Customer-brand

Relationships Don E. Schultz, Beth E. Barnes, Heidi F. Schultz, Marian Azzaro, 2015-01-28 Almost every advertising promotion or marketing communications textbook is based on an inside out approach focusing on what the marketer wants to communicate to customers and prospects This text takes a different view that the marketer and the customer build the ongoing brand value together Rather than the marketer trying to sell the role of the marketer is to help customer buy To do that a customer view is vital and customer insight is essential Customer insights allow the marketer to understand which audiences are important for a product what delivery forms are appropriate and what type of content is beneficial Building Customer Brand Relationships is themed around the four key elements marketing communicators use in developing programs audiences brands delivery and content but provides an innovative approach to marketing communications in the push pull marketplace that combines traditional outbound communications advertising sales promotion direct marketing and PR with the inbound or pull media of Internet mobile communications social networks and more Its customer centric media planning approach covers media decision before dealing with creative development and emphasizes measurement and accountability The text s concepts have been used successfully around the world and can be adapted and adjusted to any type of product or service Resources in Education , 1998 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 *Mass Media Research* Roger D. Wimmer, Joseph R. Dominick, 1987 Quality media is the result of meticulous research MASS MEDIA RESEARCH AN INTRODUCTION shows you how it happens from content analysis to surveys to experimental research then gives you expert tips on analyzing the media you encounter in your daily life Plus this media research textbook is packed with study tools and review aids to help you get the grade you need in class as well

Media Analysis Techniques Arthur Asa Berger, 1998-04-21 The first edition was praised for being delightful engaging readable and well organized Now once again Arthur Asa Berger continues the tradition of providing students with a clearly written user friendly hands on guide to media research techniques with the long awaited second edition of his best selling classic Media Research Techniques Leading the reader through a number of specially designed research projects such as

content analysis surveys focus groups and in depth interviews he presents an array of interesting and practical assignments In response to suggestions from faithful users of the first edition Berger has added new chapters in the following areas experimentation historical research comparative research and participant observation **Media Research Methodology** Deepak Sahay,2009 **The Palgrave Handbook of Methods for Media Policy Research** Hilde Van den Bulck,Manuel Puppis,Karen Donders,Leo Van Audenhove,2019-08-13 The Palgrave Handbook of Methods for Media Policy Research covers the craft that is and the methods used in media and communication policy research It discusses the steps involved in conducting research from deciding on a topic to writing a report and everything in between and furthermore deals with a wide variety of qualitative and quantitative methods of data collection and analysis The handbook invites researchers to rediscover trusted methods such as document analysis elite interviews and comparisons as well as to familiarize themselves with newer methods like experiments big data and network analysis For each method the handbook provides a practical step by step guide and case studies that help readers in using that method in their own research The methods discussed are useful for all areas of media and communication policy research for research concerning the governance of both mass media and online platforms and for policy issues around the globe As such the handbook is an invaluable guide to every researcher in this field **OE [publication]** ,1967 Media Research Methodology Ramesh Rai,2013

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