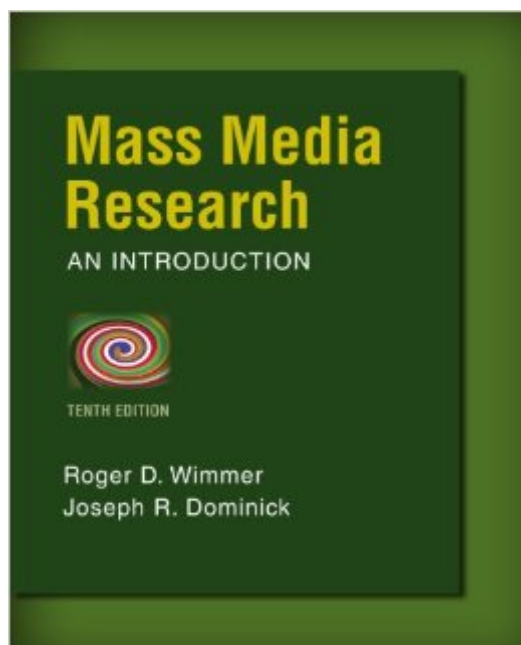


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# Mass Media Research



## Synopsis

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.

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## Customer Reviews

The major task in learning research methods involves developing the necessary skills to analyze and assess research data. This superb book takes you into the mindset of seasoned mass media research professionals sharing the essential truth about mass media research. The authors' years

of expertise are apparent. Their goal, to introduce the reader to mass media research using a minimum of technical terms and a maximum of practical guidelines, is achieved with an entertaining mix of humorous insights and sage advice. The text is a valuable resource for both beginners and advanced researchers alike. The scope is truly comprehensive, the writing style clear and accessible. *Mass Media Research* is an absolute must for every mass media research student and professional.

My hubby needed this book for a class his is taking...when we ordered it we never figured it would be here way before he needed it...it came 3 weeks before his class started so he had lots of time to look through it and see what the class would be about...Thanks for the speed...

Excellent book for those who needs introduction to media reearch and know how of research too. Well explained in each scenario as to how research can be conducted using statistical techniques. However latest edition is way too expensive for a beginner. Renting is a good option.

I could not believe how fast I received this book. I ordered it with 1-day shipping (expensive) but it was completely worth the order (given I needed this the next day for a class). This book describes many useful descriptions and diagrams as to how mass media research is conducted. I totally recommend this book!

This textbook was a surprisingly good read. It was easy to understand with robust information without being too complex. The online study tools provided on the author's website was a great tool.

One of my favorite classes. I recommend this course to anyone getting into college or needing extra electives before graduating. Good luck.

I was forced to buy this book and I hated reading it. It didn't help me with my research paper. I would never buy this again.

I rented this book. Then I returned it because I wasnt using it in my class any longer. Still a good book though!

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