

Reading Guide Week 1

Ch1: Read pages 1 to 25

What are the two basic questions that beginning researchers must learn to answer?

- How to use research methods and statistical procedures
- When to use research methods and statistical procedures

What are the four research phases in mass media?

- Phase 1: The medium itself
- Phase 2: Uses and users of the medium
- Phase 3: Effects of the medium
- Phase 4: How the medium can be improved

What are the four major events or social forces that encouraged the growth of mass media research?

- World War 1: Prompted the need to understand the nature of propaganda
 - Stimulus-Response point of view
 - Hypodermic Needle suggests the mass communicators need only shoot messages to an audience and those messages would produce preplanned and universal effects
- The 1950's and 60's: Advertisers realized that research data was useful in developing ways to persuade potential customers to buy products and services
 - More studies to find the best chance of reaching the target audience
- Increasing interest of citizens on the effects of the media on the public
 - Using research related to violence and sexual content in the media
- Increased competition among the media for advertising dollars
 - Use long range plans, management objectives, and an increasing dependency on data to support the decisions they make
 - Focus is on audience fragmentation: dividing people into small groups

List and describe the two major sectors of research.

- Academic
 - Conducted by scholars from colleges and universities
 - Conducts public sector research
 - This research has a theoretical or scholarly approach
 - Cheaper to conduct
 - Open end deadline
- Private
 - Conducted by nongovernmental companies or their research consultants
 - Conducts private sector research
 - Is generally applied research
 - Help facilitate decision making
 - Has deadlines to finish research

Please describe Ockham's Razor and explain how it applies to research.

- A person should not increase beyond what is necessary the number of entities required to explain anything or make more assumptions than the minimum need
 - Applying to research- The simplest research approach is always the best