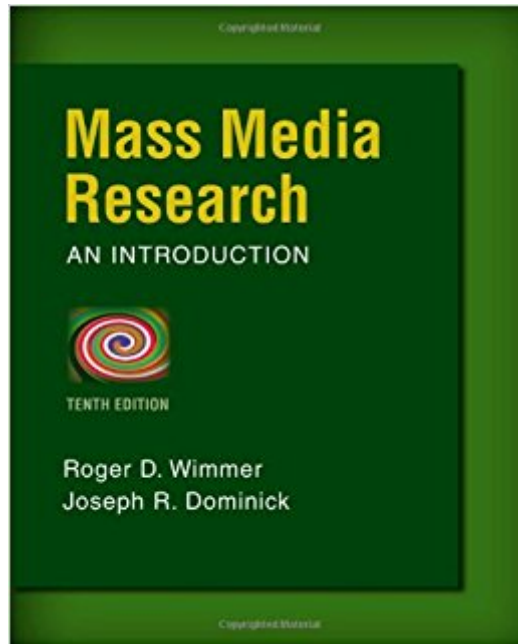




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# Mass Media Research: An Introduction



## 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>.

## Book Information

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## Customer Reviews

Roger Wimmer received his Ph.D. in mass media research from Bowling Green State University in Ohio in 1976, although he has been involved in mass media research since 1972. His expansive experience includes serving as a sales representative at KLSS and KSMN, Mason City, Iowa, instructor at the University of Wisconsin-Whitewater, assistant professor at the University of Mississippi, associate professor at the University of Georgia, and manager of research for Cox Broadcasting in Atlanta, Ga. Prior to founding Wimmer Research, Dr. Wimmer was co-founder of Wimmer-Hudson Research & Development, president/CEO/co-founder of The Eagle Group, president/general partner/co-founder of Paragon Research, and president of Surrey Research. He has extensive radio industry experience as well as all areas of research for the television and cable

television industries, including stations, networks, and programming production. He has developed several research approaches to test local news content, on-air talent, and promotional activities. In addition, Dr. Wimmer has several years of experience in nonmedia research, working with such clients as The Aquarium of the Pacific, Coors, U.S. West, and Samsonite. Joseph Dominick is a retired professor in the College of Journalism and Mass Communication at the University of Georgia. He received his undergraduate degree from the University of Illinois and his Ph.D. from Michigan State University in 1970. He taught for four years at Queens College of the City University of New York before going to the University of Georgia where, from 1980 to 1985, he served as the head of the Radio-TV-Film Sequence. The author or co-author of four additional books, Dr. Dominick also has published nearly 40 articles in scholarly journals. From 1976 to 1980, he served as the editor of the JOURNAL OF BROADCASTING. He has received research grants from the National Association of Broadcasters and from the American Broadcasting Company, and he has consulted for such organizations as the Robert Wood Johnson Foundation and the American Chemical Society.

more detail than is needed for undergrads and soooo boring. When I heard past students criticizing it as very dry I thought, "well, what methods book is NOT dry?" I was wrong. This is worse. I've used earlier editions in the past, but I guess I've been spoiled by a few years of using Joanne Keyton's book instead. I'd recommend that instead of Wimmer & Dominick

Very useful book for quantitative research methods.

Excellent book for those who needs introduction to media reaearch 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.

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

Great book for my class

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!

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...

I received the international edition although the pic and the details online said I'd get the US copy!

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