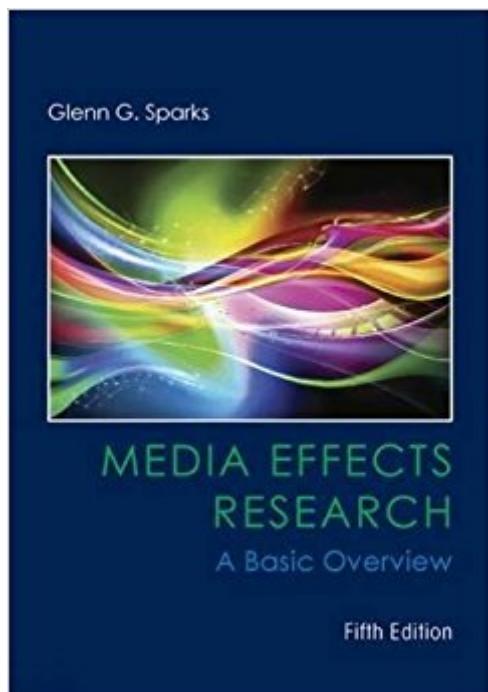


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Media Effects Research: A Basic Overview (Mass Communication And Journalism)



Synopsis

Combining intriguing examples with the latest research available, MEDIA EFFECTS RESEARCH: A BASIC OVERVIEW, 5e, helps you understand the true impact of media today. Known for his engaging, personal narrative style, the author presents media theories in the context of current research findings-giving you a comprehensive introduction to mass media's effects on society. The book clearly explains how the effects of mass media are measured and what the latest research has concluded about media's influence on our lives. Cutting-edge coverage includes electronic media's effects on sleep displacement, TV viewing and obesity research, media violence, emotions in cooperative video game play, first- vs. second-order cultivation, agenda-setting theory research, new media's effects on imitative suicides, Internet use statistics, screen time and face-to-face interaction, multitasking, and much more.

Book Information

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Customer Reviews

"I would describe this text to a colleague as a very practical book for a research methods course in mass communication-one that grounds students in research basics but also opens their eyes to exciting contemporary examples of media effects research." "MEDIA EFFECTS RESEARCH is an insightful, comprehensive and well-written book which is a good fit for anyone teaching a media effects course for undergraduates. The examples in the book are recent and described in a way that the undergraduate students can well relate to the content discussed in the book."

Glenn Sparks is a professor and noted researcher of Mass Communication in the Brian Lamb School of Communication at Purdue University where he served for twelve years as the associate head. He previously taught in the Department of Communication at Cleveland State University. His area of expertise is the cognitive and emotional effects of the media. Over the last thirty years, Dr. Sparks has published research on a number of different media effects, including the effects of frightening media, fear of criminal victimization, media violence, paranormal depictions and the CSI effect. His future research will most likely involve new technology and interpersonal relationships-a topic he considers immensely important. He collaborated with Dr. Will Miller on this theme in their book **REFRIGERATOR RIGHTS: OUR CRUCIAL NEED FOR CLOSE CONNECTION**, which was nominated as a finalist for a 2003 "Books for a Better Life" Award given by the National Multiple Sclerosis Society. In addition, he is a coauthor with Em Griffin and Andrew Ledbetter on the popular **A FIRST LOOK AT COMMUNICATION THEORY**. He received his Ph.D. from the University of Wisconsin-Madison.

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