Contents

A Scientific Approach to the Study of Media

Preface xiv

Effects 1	ans can be emailed to
ass of Knowing 3	
Experience 3	
Authority 4	
Science 5	
calls of Science 5	
Prediction 5	
Explanation 6	
Understanding 7	
Control 8	
Are the Goals of So	cience Achieved? 10
Theory 10	
Falsifiability 12	
Creativity 13	
The Nature of Science	ce 14
Science Is General	14
Science Acknowledge	es the Existence of Objective Truth 16
Science Assumes a S	keptical Attitude 18
Science's Skeptical A	Attitude Often Leads to Controversy 20
Science Can't Answe	er Certain Kinds of Questions 21
lummary 22	
mentions to Focus Your	Attention 23
Terms and Concepts	s 23
Sottes 23	

	Analyzing Media Content 25
	What Is Content Analysis? 26
	An Example: The Content of Popular Novels for Adolescents 27
	The Sample 27
	Units of Analysis 28
	Categories 28
	Coding Agreement 29
	Statistical Analysis 29
	Interpretation of Findings 30
	The Sample Survey 31
	An Example: Does Watching a Traumatic Event on TV Cause
	Post-Traumatic Stress Disorder? 32
	The Sample 33
	The Questionnaire 33
	Descriptive Findings 34
	Statistical Relationships 34
	Interpretation of the Findings 34
	Types of Surveys 34
	The Search for Causal Relationships 35
	Criteria for Causal Relationships 36
	Correlation Coefficients 36
	Interpreting Correlation Coefficients 38
	The Experimental Method 41
	Manipulation of a Key Variable 42
	Random Assignment to Experimental Conditions 42
	Identical Treatment Except for the Manipulation 42
	Control Groups 43
	Different Experimental Designs 44
	An Example: Using a Video Game to Repair a Bad Mood 45
	Participants 45
	Independent Variable 46
	Dependent Variable 46
	Experimental Results 47
	Interpretation of Results 47
1	Interpretation of Results 47
	Conditioners about Research Methods 47
	Julei Methodological Approaches 30
	Summary 31
	Questions to Focus Tour Attention 52
	Rey Terms and Concepts 32
d	Notes 52

VIII	CONTENTS
СН	APTER 3 A Brief History of Media Effects Research 54
	Setting the Stage 55
	1898—Congress Declares War on Spain 56
	1917—Propaganda in World War I 56
	The 1920s—Movies Explode as Mainstream Entertainment 56
	1929–1932—The Payne Fund Studies 57
	What Was the Content of Movies? 57
	The Emotional Impact of Movies 58
	Does Watching Movies Affect Behavior? 58
	The Aftermath of the Payne Fund Studies 60
	The Invasion from Mars 60 18 young alone and The Sample Survey 31
	The Research at Princeton 62
	Early Theory of Media Effects: The Magic Bullet Model 63
	The People's Choice Study: A New View of Media Effects 63
	Why Use Control Groups? 64
	Media Impact in the 1940 Campaign 64
	The Decatur Study: The Two-Step Flow of Communication 65
	Experiments on World War II Movies 67
	The Limited-Effects Perspective 68
	The Evils of Comic Books 69 Management of the Evils of Comic Books 60 Management of Comic Books
	The Dawn of Television 71
	Many Types of Media Effects 72
	Micro-Level or Macro-Level Effects 72
	Content-Specific or Diffuse-General Effects 73
	Attitudinal versus Behavioral versus Cognitive Changes 73
	Alteration versus Stabilization 73
	Summary 74 Summary 74 Summary 14 Summary 15 Summary 17
	Questions to Focus Your Attention 74
	Key Terms and Concepts 74
	Notes 75 Mark Mark Mark Mark Mark Mark Mark Mark
CH	APTER 4 Time Spent with Mass Media: Reasons and
СП	Consequences 76
	THE LO LICE LINE TO THE TANK T
	The Uses and Gratifications Perspective //

Why Do People Watch TV? 77

Learning 78

Habit 78

Companionship 80

Arousal 81

Relaxation 83

Escape 83 Passing Time 83 Social Interaction 84 Uses and Gratifications Meets New Media 84 Beyond Mere Descriptions of Media Use 85 The Problem with Self-Reports 86 The Raw Numbers: Media Minutes Add Up 87 The Displacement Hypothesis 89 Displacement of Important Activities 90 Do Electronic Media Displace Sleep? 92 Television Viewing and Obesity 93 Summary Questions to Focus Your Attention 97 Key Terms and Concepts 97 Notes 97

CHAPTER 5 Effects of Media Violence 100

The Presence of Violent Content 102
The Causal Link between Viewing Violence and Behaving
Aggressively 106

The Research of Albert Bandura 106
The Long-Term Studies of Leonard Eron and Rowell
Huesmann 109
The Research of Brandon Centerwall 112
The Catharsis Hypothesis 113

A Priming Analysis of the Effect of Media Violence 114

Desensitization to Violence 115

What about Video Games? Are They Training Kids to Kill? 117

An Opinion on Video Games from an Expert on "Killology" 118

The Research on Violent Video Games 119

How Do Violent Video Games Cause Aggression? 124
Why Do People Like Media Violence? 126
Where Does Research on Media Violence Go Now? 128
Why Do So Many People Doubt the Effects of Media Violence? 128
Concluding Comments 130
Summary 130

Questions to Focus Your Attention 131
Key Terms and Concepts 131
Notes 131

CHAPTER 6 Sexual Content in the Media 134 Out Passionate Opinion 134
Human Sexuality Brings Out Passionate Opinion 134
Human Sexuality Brings Out Fusions and Terms 137
Sorting Out Definitions and Terms 137 The Commission on Obscenity and Pornography 138
The Commission on Obscenty and 2 22
Major Finaling 130
A Reexamination of the Commission's That age Research Following the Commission Report 141
Research Following the Commission 165
Content Available 112
Behavioral Consequences of Viewing The Meese Commission Report on Pornography 146
The Meese Commission Report of Formers 146
Major Conclusion 146
Sex on Prime-Time TV 148 Sex on Prime-Time TV 148 149
The Dynamics of Excution 1. Lang
Content Analyses 150
Sexual Behavior and Viewing 151
Sex and the Internet 155
Control over Media Content 137
Legal Control 157
Social or Economic Const
Control Infought Zame
Cummary 159
Questions to Focus Your Attention 139
Key Terms and Concepts 100
Notes 160
Oct Fractions 163
The Description 104
Fright Reactions to Media Are Prevalent To Property of the Developmental Theory: What Scares One Child May Not
Developmental Theory: What Scares one Charles Scare Another 165
11112 Hulk 166
Experimenting with the Incredible Fluik Why Is the Paranormal So Scary? 169 Why Is the Paranormal Parality, 170
Why Is the Paranormal So Scary: 109 The Law of Apparent Reality 170
LIMA TWOOL NELLS IT
The Exorcist 173 Why Do Some Media Fears Linger for So Long? A Theory of Why Do Some Media Fears Linger for So Long? A Theory of Why Do Some Media Fears Linger for So Long? A Theory of Why Do Some Media Fears Linger for So Long? A Theory of Why Do Some Media Fears Linger for So Long? A Theory of Why Do Some Media Fears Linger for So Long?
Why Do Some Media Fears Linger for So Benger 174 Differential Brain Processing 174 Differential Brain Processing 174 Coning: What's a Parent to Do? 175
Differential Brain Processing 1/4 Theory about Emotional Coping: What's a Parent to Do? 175
Theory about Emotional Coping
Is It Fun to Be Scared? 177 Frightening Films and Roller Coaster Rides 177
Frightening Films and Roller Country

The Sexual Dynamic in Viewing Frightening Films 178

Beyond Fear: Other Emotional Reactions to Media 180

Empathy: I Feel What You Feel 180

Using Media to Manage Your Mood 182

Does Mediated Emotion Disrupt and Confuse Our Emotional Well-Being? 184

Summary 186

Questions to Focus Your Attention 187

Questions to Focus Your Attention 187

Key Terms and Concepts 187

Notes 187

CHAPTER 8 Persuasive Effects of the Media 189

What Is Persuasion? 189

How Media Messages Persuade without Even Trying 190
Product Placement in Entertainment Programming 192
The Theory of Media Cultivation: Cultivating Attitudes Is
Attitude Change 193
If Cultivation Works—How Does It Work? 196
Do Media Messages about the Paranormal Influence

Paranormal Beliefs? 197
Intentional Persuasion in the Media 200

Using Entertainment to Improve Public Health 200
An Unusual Study: The Great American Values Test 201
How Does an Advertiser Determine Success? 203
Evidence for the Effectiveness of Advertising 203

Key Principles of Media Persuasion 204

The Power of the Source 205

Message Features: Simplicity and Repetition 208

More Message Features: Fear, Guilt, and Humor 208

The Health Campaign 210

Subliminal Persuasion: The Magic Key? 214

Early History 215

The Presumed Mechanism 216

Two Important Questions 216

A Caveat: Research on Subliminal Priming 218
The Third-Person Effect 219

Summary 220

Questions to Focus Your Attention 221

Key Terms and Concepts 221

Notes 221

CONTENTS xii CHAPTER 9 The Effects of News and Political Content 225 Thinking about the News 225 Need for Cognition 226 Need for Cognition and Internet News 228 Political Sophistication 228 Agenda-Setting Theory: A Theory about Thinking 229 Framing the News 230 The Spiral of Silence 233 How Much of the News Do We Remember? 236 Do Sexually Attractive TV Anchor Women Cause Better Memory for the News? 238 The Role of Emotion Is News on Twitter Packed with More Emotion? 243 Another View of News: Do Certain News Reports Cause More People to Die? 245 Imitative Suicides and the News 246 Summary 249 Questions to Focus Your Attention 249 Key Terms and Concepts 250 Notes 250 CHAPTER 10 The Effects of Media Stereotypes 253 Stereotypical Representations in the Media 253 Sex Role Stereotypes 256 Effects of Sex Role Stereotypes 258 Media Images of Thin Bodies and Effects on Body Image 260 How Important Are Media in Promoting Body Dissatisfaction? 263 Racial Stereotypes 266 Overrepresentation of African Americans as Lawbreakers 266 The Imbalance in Media Research on Stereotypes 269 An Intriguing and Under-Studied Media Depiction: Faces 271 Summary 275 Questions to Focus Your Attention 276 Key Terms and Concepts 276 Notes 276

CHAPTER 11 The Impact of New Media Technologies 279

The Revolution in New Media Technology 279

Computers and the Internet: Connection or Alienation? 282

The Carnegie Mellon Study 282

Applying the Lessons of History 286

Media Multiplexity Theory 290
New Technology's Distinctive Attributes 293
Screen Time and Face-to-Face Interaction 296
Will Our Old Brains Catch Up to the New Technology? 297
How New Technology Relates to Physical and Cognitive
Health 298

Cyber-overload 299

Summary 300

Questions to Focus Your Attention 301

Key Terms and Concepts 301

Notes 301

CHAPTER 12 Meet Marshall McLuhan: A Less Scientific Approach to Media Impact 304

Is There Any Value to Considering Marshall McLuhan? 304 Meet Marshall McLuhan 305

The Eras of Communication History 306

The Tribal Age 306

Moving from the Tribal Age to the Print Age 307

Moving On to the Current Electronic Age 308

The Medium Is the Message 310

The Effects of Electronic Media on Human Beings 311

Education in the Electronic Age 312

War in the Electronic Age: Not So "Hot" 314

Politics in the Electronic Age: Was Barack Obama

"Cooler" than Mitt Romney? 317

Drugs in the Electronic Age 319

Privacy in the Electronic Age: Fading Fast 319

Why Does McLuhan's "Theory" Fail as a Scientific Approach? 320

McLuhan's Influence 321

Final Reflections 322

Summary 324

Questions to Focus Your Attention 324

Key Terms and Concepts 324

Notes 324

Important Sources on Marshall McLuhan 325

GLOSSARY: THEORIES AND THEORETICAL CONCEPTS
DISCUSSED IN THE TEXT (BY CHAPTER) 326

NAME INDEX 336 SUBJECT INDEX 34