Contents

Preface ix

PART I: MEDIA PSYCHOLOGY IN CONTEXT 1

1 What Is Media Psychology, and Why Do We Need It? 3

Defining the Territory *3*
Defining "Mass Media" *6*
Psychology and Media: An Uneasy Relationship? *9*
Practising Media Psychology? *12*

2 Theoretical Issues in Media Research 14

Early Approaches to Media *14*
McLuhan and Postmodernism *16*
Developments in Media Research *18*
The "Effects" Tradition *18*
Cultivation Research *21*
Uses and Gratifications Research *23*
The "Active Audience" *24*
The Way Forward? *27*

3 Research Methods in Media Psychology 28

The Experimental Tradition *28*
Survey Methods *33*
Interviewing and Qualitative Analysis *38*

Ethnography and Observation *40*
Analysis of Media Texts *42*
Discourse Analysis *44*

PART II: PSYCHOLOGICAL EFFECTS AND INFLUENCES OF MEDIA **47**

4 The Effects of Media Violence 49

What Are the Immediate Effects of Watching Violent Media? *52*
Characteristics of the Users of Violent Media *57*
Cognitive Factors in Media Violence *64*
Cultural and Ideological Aspects of the Media Violence Debate *67*
Future Avenues in Media Violence Research *70*
Conclusion *71*

5 Prosocial Effects of Media 73

Media and Prosocial Behaviour: The "Effects" Tradition *75*
The Effects of "Prosocial Media" *78*
Parental Mediation *83*
Conclusion *86*

6 Pornography and Erotica 88

Definitions of Pornography and Erotica *89*
A Brief History of Pornography *90*
The "Effects" of Pornography *94*
Effects and Uses of Child Pornography *100*
Meanings of Pornography and Erotica *102*
Conclusion *103*

7 Advertising 105

Advertising Through History *107*
The Role of Psychology in Advertising *108*
Cognitive and Behavioural Effects of Advertising *110*
Rhetorical Effects of Advertising *116*
Advertising and Children *123*
Future Directions in Advertising *127*
Conclusion *128*

PART III: DEVELOPMENTAL ISSUES IN MEDIA PSYCHOLOGY **129**

8 Young Children and Television 131

Fantasy Versus Reality: A Simple Choice? *132*
Script and Schema Explanations *138*

Children's Socialisation Through Media *140*
Imagination, Pretence, and Theory of Mind *142*
Conclusion *146*

9 Media and Adolescence 147

Media Use in Adolescence *148*
The Role of Media Figures During Adolescence *153*
Cultural Functions of Media Use *155*
Media Influences on Adolescent Body Image *157*
Conclusion *162*

PART IV: THE SOCIAL PSYCHOLOGY OF THE MEDIA 163

10 Representations of Social Groups 165

Gender Representation in the Media *167*
Media Representations of Men *168*
The Effects of Changing Media Representations of Men *173*
Representations of Minority Groups in the Media *174*
Media Representations of Disability *176*
Media Representations of Mental Health *178*
Further Issues *181*
Conclusion *183*

11 The Psychology of the Media Audience 184

"The Audience" in Media Research *186*
What Is Parasocial Interaction? *188*
Fans and Fandom *197*
A Case Study: When Celebrities Die *199*
Conclusion *201*

PART V: GENRES 203

12 News and Current Affairs 205

Sources of News *206*
Content-Based Approaches to News Media *208*
Information-Processing Approaches to News Reception *212*
Bad News and Serious News *217*
Conclusion *219*

13 Sport 221

Motivations for Viewing and Enjoying Sport *225*
Problematic Aspects of Sport in the Media *228*
Conclusion *233*

14 Audience Participation and Reality TV 234

Audience-Participation Media: A History *235*
The Appeal of Audience-Participation Media *242*
Conclusion *247*

15 Soaps 248

Soaps: A History *249*
Formal Features of Soaps *251*
Soap Fans, Stigma, and Feminism *252*
The Viewer as Psychologist: Identification and Parasocial Interaction *254*
Fantasy and Realism *256*
Conclusion *257*

PART VI: THE FUTURE OF MEDIA PSYCHOLOGY 259

16 The Internet 261

The Internet: One Medium or Several? *261*
A Brief History of the Net *262*
The Internet in Research *263*
Attitudes and Theories Toward the Net *265*
Individual Aspects of Internet Use *266*
Social Aspects of Internet Use *269*
Conclusion *272*

17 Psychology in the Media 273

Psychologists in the Media *274*
The Academia/Media Relationship *275*
Science in the Media *276*
Social Science in the Media *277*
Guidelines and Training for Media Performance *279*
Conclusion *282*

References 283

Author Index 309

Subject Index 321