### **Contents**

Preface xi

# SECTION ONE Overview and History

1	Understanding Media Effects	3
	Processes of Communication 4 Communication Models 6 Measuring Media Effects 13 Other Research Methodologies of Media Effects 17 Importance of Studying Media Effects 18 Summary 19	
2	Media Effects: Historical Overview	21
	Historical Concern for Media Effects 23 Historical Evidence for Changes in Behavior and Opinion Due to Mass Media 27 Summary 33	
3	History of the Scientific Study of Media Effects	34
	Nineteenth-Century Beginnings 35 The Notion of Powerful Effects 37 The Notion of Limited Media Effects 39 Effects of Varying Levels 40 Some Pioneers in Media Effects Research 41 Future of Effects Research 49 Summary 51	

# SECTION TWO Theory and Concepts 55

4 Social Cognitive Theory	57
Distinctly Human Traits 58 Observational Learning and Modeling 60 Effects of Modeling 62 Learning from Media Content and Modeling 67 Social Prompting or Persuasion 70 Diffusion by Way of Symbolic Modeling 71 Recent Research 72 Summary 72	
5 Priming	74
Activation of Priming 75 Conceptual Roots 76 Variables That Enhance Priming Effects 78 Research Tradition 81 Recent Research 82 Summary 86	
6 Agenda Setting	87
Conceptual Roots 89 Research Tradition 90 Recent Research 93 Summary 98	
7 Framing	100
Framing Theory 101 Effects of Framing 101 Frame Building and Frame Setting 102 Types of Frames 104 Recent Research in Framing 105 Summary 107	

#### Contents vii Cultivation 8 108 The Cultural Indicators Project 109 Concepts and Criticisms 111 Theoretical Bases for Cultivation 113 Recent Research 116 Summary 120 **Uses and Gratifications** 122 Societal-Level Functions of the Mass Media Models to Explain Uses and Effects 124 Assumptions of Uses and Gratifications 126 Uses and Gratifications Research: A Brief History 128 Criticisms of Uses and Gratifications 129 Recent Research 130 Summary 134 Persuasion 10 135

Research Tradition 136
Attitude, Emotions, Behavior, and Persuasion 137
Persuasion Models 139
Models That Link Attitudes and Actions 146
Recent Research 148
Summary 149

## SECTION THREE Key Areas of Research 153

#### 11 Effects of Media Violence

155

Media Violence Research and Public Policy:
History and Future 156
Media Violence Research Methods 160
Measuring Violent Content 163
The Psychological Impact of Media Violence 166
New Directions for Media Violence Researchers 174
Summary 176

12 Media Effects from Sexual Content	178
The Nature of Sexual Content 179 The Extent of Sexual Content in the Media 181 Effects of Exposure to Highly Explicit Sexual Content 185 Importance of the Prevailing Tone 191 Impact of Exposure to Sexually Violent Material 191 More on Behavioral Effects of Pornography: The Study of Sex Offenders 194 Summary 196	
13 Reactions to Disturbing or Frightening Media Content	198
Reasons for Fear Reactions to Media Content 206  Age and Gender Differences 209  Strategies for Coping with Fear 211	
14 Political Communication Effects	214
Influences on Political Communication 215 Micro-Level Political Communication Effects 218 Macro-Level Political Communication Effects 224 Factors Influencing Media Effects 225 Summary 226	Models Ti Recent Re
15 Media Effects on Health	228
Research Findings 229 Health and the Internet 236 Health Communication Campaign Effects 238 Summary 241	Media Vial
16 The Effects of Stereotyping	242
Minority Portrayals in Entertainment: A Look Back 243 Media as Conveyors of Social Information: The Current Picture 2 Characteristics of Audiences 253 Gender Stereotyping 257 Media Effects of Racial, Ethnic, and Gender Stereotyping 260 Summary 263	50

### 17 Effects of Children's Educational Television and Infant/Toddler Edutainment

266

Educational Television 267 Infant and Toddler Edutainment 275 Summary 279

#### 18 Effects of Computer and Video Games

280

Negative Effects of Violent Video Games 281
Video Game Addiction 287
Positive Effects of Video Games 288
Uses and Gratifications of Video Games 292
Future Research 293
Summary 293

#### 19 Effects of the Internet

295

Evolution of the Internet and Birth of the World Wide Web 296 What Do We Do When We Log On? 297 Effects of Internet Use 297 Summary 310

#### 20 Effects of Mobile Communication

311

The Birth of the "Brick" 312

Effects on Social Coordination 313

Effects on Relational Communication 314

Effects on Youth Culture 315

Effects of Texting 317

Private Use in Public Space 317

Summary 320

References 323 Index 393