

Wimmer/Dominick, *Mass Media Research: An Introduction*, Eighth Edition

*Eighth Edition*

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# **Mass Media Research**

## *An Introduction*

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# Brief Contents

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## Part One

### **The Research Process**

Chapter 1  
Science and Research 1

Chapter 2  
Elements of Research 43

Chapter 3  
Research Ethics 66

Chapter 4  
Sampling 87

## Part Two

### **Research Approaches**

Chapter 5  
Qualitative Research Methods 112

Chapter 6  
Content Analysis 149

Chapter 7  
Survey Research 178

Chapter 8  
Longitudinal Research 211

Chapter 9  
Experimental Research 231

## Part Three

### **Data Analysis**

Chapter 10  
Introduction to Statistics 255

Chapter 11  
Hypothesis Testing 278

Chapter 12  
Basic Statistical Procedures 292

## Part Four

### **Research Applications**

Chapter 13  
Research in the Print Media 319

Chapter 14  
Research in the Electronic Media 339

Chapter 15  
Research in Advertising 369

Chapter 16  
Research in Public Relations 395

Chapter 17  
Mass Media Research  
and the Internet 411

Appendix Tables 429

Glossary 443

Name Index 453

Subject Index 459

# Contents

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## Part One

### **The Research Process**

#### *Chapter 1*

#### **Science and Research 1**

Introduction	2
What Is Research?	2
Getting Started	5
The Development of Mass Media Research	7
Media Research and the Scientific Method	10
The Methods of Knowing	10
Characteristics of the Scientific Method	11
Two Sectors of Research: Academic and Private	15
Research Procedures	16
Determining Topic Relevance	21
Stating a Hypothesis or Research Question	25
Data Analysis and Interpretation	26
Internal Validity	27
External Validity	32
Presenting Results	32
Research Suppliers and Field Services	33
Summary	38
Key Terms	39
Using the Internet	40
Questions and Problems for Further Investigation	40
References and Suggested Readings	40

#### *Chapter 2*

#### **Elements of Research 43**

Concepts and Constructs	44
Independent and Dependent Variables	45
Qualitative and Quantitative Research	48
The Nature of Measurement	50

Levels of Measurement	52
Measurement Scales	55
Reliability and Validity	58
Summary	63
Key Terms	64
Using the Internet	64
Questions and Problems for Further Investigation	64
References and Suggested Readings	65

#### *Chapter 3*

#### **Research Ethics 66**

Ethics and the Research Process	67
Why Be Ethical?	67
General Ethical Theories	68
Ethical Principles	69
Specific Ethical Problems	71
Ethics and Online Research	82
Summary	84
Key Terms	84
Using the Internet	85
Questions and Problems for Further Investigation	85
References and Suggested Readings	85

#### *Chapter 4*

#### **Sampling 87**

Population and Sample	88
Probability and Nonprobability Samples	89
Sample Size	100
Sampling Error	102
Summary	109
Key Terms	110
Using the Internet	110
Questions and Problems for Further Investigation	110
References and Suggested Readings	111

## Part Two

### Research Approaches

#### Chapter 5

#### Qualitative Research Methods 112

Aims and Philosophy	113
Data Analysis in Qualitative Research	116
Field Observations	120
Focus Groups	128
Intensive Interviews	135
Case Studies	136
Ethnography	140
Writing the Qualitative Research Report	143
Summary	145
Key Terms	146
Using the Internet	146
Questions and Problems for Further Investigation	146
References and Suggested Readings	147

#### Chapter 6

#### Content Analysis 149

Definition of Content Analysis	150
Uses of Content Analysis	151
Limitations of Content Analysis	153
Steps in Content Analysis	154
Reliability	165
Validity	170
Examples of Content Analysis	171
Content Analysis and the Internet	171
Summary	173
Key Terms	174
Using the Internet	174
Questions and Problems for Further Investigation	174
References and Suggested Readings	174

#### Chapter 7

#### Survey Research 178

Descriptive and Analytical Surveys	179
Advantages and Disadvantages of Survey Research	179
Constructing Questions	180
Questionnaire Design	189

Pretesting	194
Gathering Survey Data	194
Achieving a Reasonable Response Rate	205
General Problems in Survey Research	206
Summary	207
Key Terms	208
Using the Internet	208
Questions and Problems for Further Investigation	208
References and Suggested Readings	209

#### Chapter 8

#### Longitudinal Research 211

Development	212
Types of Longitudinal Studies	213
Panel Studies	218
Special Panel Designs	222
Analyzing Causation in Panel Data	223
Combining Qualitative and Quantitative Data in Longitudinal Research	225
Longitudinal Research on the Internet	225
Longitudinal Design in Experiments	226
Summary	227
Key Terms	227
Using the Internet	227
Questions and Problems for Further Investigation	227
References and Suggested Readings	228

#### Chapter 9

#### Experimental Research 230

Advantages and Disadvantages of Laboratory Experiments	231
Conducting Experimental Research	233
Control of Confounding Variables	235
Experimental Design	237
Field Experiments	244
Online Experiments	250
Summary	252
Key Terms	253
Using the Internet	253
Questions and Problems for Further Investigation	253
References and Suggested Readings	253



## Part Three

**Data Analysis***Chapter 10***Introduction to Statistics 255**

Descriptive Statistics 256

Sample Distribution 271

Data Transformation 275

Summary 276

Key Terms 276

Using the Internet 276

Questions and Problems for Further Investigation 277

References and Suggested Readings 277

*Chapter 11***Hypothesis Testing 278**

Research Questions and Hypotheses 279

Testing Hypotheses for Statistical Significance 283

Summary 290

Key Terms 291

Using the Internet 291

Questions and Problems for Further Investigation 291

References and Suggested Readings 291

*Chapter 12***Basic Statistical Procedures 292**

History of Small-Sample Statistics 293

Nonparametric Statistics 294

Parametric Statistics 298

Summary 317

Key Terms 317

Using the Internet 317

Questions and Problems for Further Investigation 318

References and Suggested Readings 318

## Part Four

**Research Applications***Chapter 13***Research in the Print Media 319**

Background 320

Types of Print Media Research 322

Print Media Research and the Internet 333

Summary 334

Key Terms 335

Using the Internet 335

Questions and Problems for Further Investigation 335

References and Suggested Readings 335

*Chapter 14***Research in the Electronic Media 339**

Background 340

Ratings Research 341

Nonratings Research 359

Summary 366

Key Terms 367

Using the Internet 367

Questions and Problems for Further Investigation 367

References and Suggested Readings 368

*Chapter 15***Research in Advertising 369**

Copy Testing 370

Media Research 378

Campaign Assessment Research 386

Qualitative Techniques in Advertising Research 388

Summary 392

Key Terms 392

Using the Internet 392

Questions and Problems for Further Investigation 392

References and Suggested Readings	393	Advantages of Internet Research	419
<i>Chapter 16</i>		Disadvantages of Internet Research	423
<b><i>Research in Public Relations</i></b>	<b>395</b>	Practical and Ethical Considerations of Internet Research	424
Types of Public Relations Research	396	The Future of Internet Research	425
Research in the Public Relations Process	397	Internet Research Companies	426
Summary	408	Summary	427
Key Terms	408	Key Terms	427
Using the Internet	408	Using the Internet	427
Questions and Problems for Further Investigation	408	Questions and Problems for Further Investigation	428
References and Suggested Readings	409	References and Suggested Readings	428
 <i>Chapter 17</i>		 <b><i>Appendix Tables</i></b>	<b>429</b>
<b><i>Mass Media Research and the Internet</i></b>	<b>411</b>	<b><i>Glossary</i></b>	<b>443</b>
Brief History of the Internet	412	<b><i>Name Index</i></b>	<b>453</b>
Research and the Internet—Background	414	<b><i>Subject Index</i></b>	<b>459</b>
Internet Data Collection Approaches	415		
Frequently Asked Questions	416		

# Preface

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Please read this Preface. The information is important to help make your experience with this book more rewarding.

Things change constantly in all areas of life, and it's sometimes difficult to keep up with all the changes. When we wrote the first five or six editions of this book, the Internet did not exist. Fortunately, the Internet exists now, and it has become one of the best sources of information for anyone interested in learning anything.

As mass media teachers and professional researchers, we want to provide you with the most detailed and most current information possible. However, that's a difficult task with a textbook since changes in mass media research happen so frequently. Our best alternative, therefore, is to help you find the most current information about the topics we discuss in this text.

Therefore, throughout this text, we provide a vast number of Internet searches for you to help you find more information about the topics we discuss in the book. Please use these search suggestions. You'll see that we use a specific format for the searches we suggest. Enter the search exactly as we suggest, although feel free to go beyond the searches we provide.

The format we use for Internet searches (by the way, we use Google) is *italics*. That is, whenever we suggest an Internet search, the search is shown in *italics*. If you see quote marks with the search, be sure to include those because they are important in refining the search and eliminating useless information. For example, if we recommend that you

search the Internet for more information about this text, and suggest "*Mass media research*" *Wimmer Donmick*, then input your search exactly as written, including the quote marks.

If you are new to using Internet search engines, please go to our book website at [www.wimmerdonmick.com](http://www.wimmerdonmick.com) and read the article about using search engines in the "Readings" section.

## Approach and Organization

As in the previous seven editions, our goal is to provide you with the tools you need to use mass media research in the professional world through simplified explanation of goals, procedures, and uses of information in mass media research. We want you to be comfortable with research and to recognize its unlimited value, so we use extensive practical applications to illustrate its use in the world today.

The book is divided into four parts. In Part One we begin with an overview of mass communication research, including elements, ethics, and sampling. Part Two explores each major approach to research, including qualitative research, content analysis, survey research, longitudinal research, and experimental research. In Part Three we continue with a section on data analysis, covering statistics and hypothesis testing. Part Four con-

cludes the book with a forward-looking section on research applications, including those for print media, electronic media, advertising, public relations, media effects, and mass media research and the Internet.

## **Features**

We are gratified by the feedback we've received from hundreds of professors teaching this course. We hope you will find that this edition reflects the best pedagogy based on the continuous improvements we've made to each edition. The text includes many features that provide additional information and enhance learning and understanding of concepts.

## **New to This Edition**

In this edition we have made many changes based on comments from teachers, students, and media professionals who have used our book. All chapters have been updated, and a few chapters have been rearranged to meet the requests of several users. In addition, in the previous seven editions we included a chapter titled "Research in Media Effects." This chapter is no longer in the book. Instead, it has been updated and moved to the book's website.

## **Additional Information**

We developed the book website ([www.wimmerdominick.com](http://www.wimmerdominick.com)) to help you keep up to date with changes in mass media research.

On the site, you'll find additional reference materials, articles that expand on some of the topics in the book, a sampling error calculator, and more. We will update the website whenever we find something of interest to mass media researchers, so visit often. If you have any suggestions for additional content on the site, please contact one of us.

Also, please visit the Book Companion Site at <http://communication.wadsworth.com> where you'll find a glossary, flashcards, crossword puzzle, Internet activities, and InfoTrac® College Edition questions.

## **Your Feedback**

As we have stated in the previous seven editions: If you find a serious problem in the text or the website, please contact one of us. Each of us will steadfastly blame the other for the problem and will be happy to give you his home telephone number (or forward any email). Have fun with the book and the website. The mass media research field is still a great place to be!

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