



Media Effects Research: A Basic Overview

By Glenn G. Sparks



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MEDIA EFFECTS RESEARCH, FOURTH EDITION, provides an excellent introduction for students studying mass media's effects on society. Through an engaging narrative style, the author presents fascinating research findings on media's impact and related mass media theories. Students are provided with a clear perspective of the relationship between science, methods, and practical questions about the effects of mass media.

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Editorial Review

Review

Preface. 1. A Scientific Approach to the Study of Media Effects. 2. Scientific Methods in Media Effects Research. 3. A Brief History of Media Effects Research. 4. Time Spent with Mass Media: Reasons and Consequences. 5. Effects of Media Violence. 6. Sexual Content in the Media. 7. Media that Stir Emotions. 8. Persuasive Effects of the Media. 9. The Effects of News and Political Content. 10. The Effects of Media Stereotypes. 11. The Impact of New Media Technologies. 12. Meet Marshall McLuhan: A Less Scientific Approach to Media Impact. Appendix: Theories and Theoretical Concepts Discussed in the Text (By Chapter).

About the Author

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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