A Handbook of Media and Communication Research

Qualitative and Quantitative Methodologies
THIRD EDITION

Edited by Klaus Bruhn Jensen



Joan Pedro-Carañana, Rodrigo Gómez, Thomas F. Corrigan, Francisco Sierra Caballero

A Handbook of Media and Communication Research Klaus Bruhn Jensen, 2013-03 This handbook covers perspectives from both the social sciences and the humanities It provides guidelines for how to think about plan and carry out studies of media in different social and cultural contexts A Handbook of Media and Communication Research Klaus Bruhn Jensen, 2020-12-29 Thoroughly revised and updated this third edition integrates perspectives from the social sciences and the humanities focusing on methodology as a strategic level of analysis that joins practical applications with theoretical issues The Handbook comprises three main elements historical accounts of the development of key concepts and research traditions systematic reviews of media organizations discourses and users as well as of the wider social and cultural contexts of communication and practical guidelines with sample studies taking readers through the different stages of a research process and reflecting on the social uses and consequences of research Updates to this edition include An overview of the interrelations between networked mass and interpersonal communication A new chapter on digital methods Three chapters illustrating different varieties of media and communication research including industry academic collaboration and participatory action research Presentation and discussion of public issues such as surveillance and the reconfiguration of local and global media institutions This book is an invaluable reference work for students and researchers in the fields of media communication and cultural studies A Handbook of Media and Communication Research Klaus Bruhn Jensen, 2013-04-15 This handbook covers perspectives from both the social sciences and the humanities It provides guidelines for how to think about plan and carry out studies of media in different social and cultural contexts Media and Communication Research Arthur Asa Berger, 2000-03-21 In this book Arthur Asa Berger combines a practical focus the use of numerous examples a step by step approach and humour to examine both qualitative and quantitative research methods in media and communication research Media and Society Klaus Bruhn Jensen, Signe Sophus Lai, 2024-11-29 Media and Society An Introduction offers an interdisciplinary approach to media as means of social connection in everyday life and beyond Integrating theory and concrete analysis in case studies exercises and illustrative examples from around the world Media and Society An Introduction delivers a go to reference work for learning about one of the essential social infrastructures of the twenty first century Standing on the shoulders of classic communication models and covering legacies of research about media institutions media texts and media users the chapters include both how to sections on methods addressing current digital media forms and reflective segments that place TikTok ChatGPT and the emerging Internet of Things in the longer history of human communication As a comprehensive and up to date textbook on key conceptual analytical and normative issues facing students of media and communication today this book is a practically applicable resource for teaching and learning about media in the classroom in self study and in different world regions As such it is a key resource for undergraduate students and professors in the fields of media communication and cultural studies

Handbook of Qualitative Methodologies for Mass Communication Research Nicholas W. Jankowski, Klaus Bruhn Jensen, 2002-09-11 Over the last decade there has been a growing use of qualitative research methods in the study of social and cultural change Incorporating theoretical insights from discourse analysis ethnograohy and reception theory such research has proven a fruitful and enlightening mode of analysis The Handbook represents the first volume devoted to the utilization of such methods in mass media research It includes contributions from those at the forefront o communication studies who apply a developing methodology to media contents contexts and audiences Among others Gaye Tuchman writes on news production Dave Morley and Roger Silverstone on media audiences and Horace Newcombe applies qualitative methods to television drama In view of the rapid changes which the media environment is now undergoing the books systematic overview of qualitative research methods will benefit commercial organisations as well as academic institutions

Political Economy of Media and Communication Joan Pedro-Carañana, Rodrigo Gómez, Thomas F. Corrigan, Francisco Sierra Caballero, 2024-02-01 The first book dedicated specifically to research methods in the political economy of media and communication it provides a methodological toolkit to investigate the functioning of media technology and cultural industries in their historical institutional structural and systemic contexts Featuring contributions from across the globe and a variety of methodological perspectives this volume presents the state of the art in political economy of media and communication methods articulating those methods with adjacent approaches to study concentration of ownership and power pluralism and diversity regulation and public policies governance genderization and sustainability This collection charts the methodological innovations critical political economists are adopting to analyse a rapidly transforming digital media landscape exploring ideology narratives socio analysis and praxis in communication with ethnographic and participatory approaches as well as designs for quantitative and qualitative methods of textual discourse and content analysis network analyses which consider power relations affecting communication including intersectional oppressions and the new developments taking place in artificial intelligence An essential text for advanced undergraduates postgraduate students and researchers in the areas of media cultural and communication studies particularly those studying topics such as the political economy of media and or communication media and communication theory and research methods The Handbook of Internet Studies Mia Consalvo, Charles Ess, 2012-12-17 The Handbook of Internet Studies HANDBOOKS IN COMMUNICATION AND MEDIA Highly recommended CHOICE A state of the art collection that represents and celebrates the diversity of theoretical and disciplinary approaches marking this brave new field A new must have reference book for Internet studies Caroline Haythornthwaite University of Illinois This indispensable volume reflects the complexity of Internet studies indeed the Internet itself by bringing together a diverse set of voices geographies disciplines and arguments It is not only an important resource for practitioners but will also spark the curiosity of those on the edges of the field including humanists social scientists and engineers alike Michael Zimmer University of Wisconsin A comprehensive and useful volume that will appeal

to students teachers and researchers I highly recommend it to those who have been following the field since its emergence in the 1990s as well as to those new to the field Steve Jones University of Illinois at Chicago This handbook is landmark documenting that Internet studies have now come of age Niels Ole Finnemann Aarhus University To fully understand the impact and significance of the Internet it is essential to consider its historical societal and cultural contexts This handbook presents a wide range of original essays by established scholars in the field of Internet studies exploring the role of the Internet in modern societies and the continuing development of its academic study The Palgrave Handbook of Media and Communication Research in Africa Bruce Mutsvairo, 2018-03-22 This handbook attempts to fill the gap in empirical scholarship of media and communication research in Africa from an Africanist perspective The collection draws on expert knowledge of key media and communication scholars in Africa and the diaspora offering a counter narrative to existing Western and Eurocentric discourses of knowledge production As the decolonial turn takes centre stage across Africa this collection further rethinks media and communication research in a post colonial setting and provides empirical evidence as to why some of the methods conceptualised in Europe will not work in Africa The result is a thorough appraisal of the current **Applied Communication Research Methods** threats challenges and opportunities facing the discipline on the continent Michael Boyle, Mike Schmierbach, 2023-11-10 This third edition is again a practical introduction to communication research methods foregrounding the role research plays in communication and media industry careers Covering major methodologies such as surveys experiments focus groups in depth interviews content analysis and others the book takes the reader through the research process from beginning to end The text continues to help students link the research methods they learn to practical contexts through its activities and features which include Voices From Industry boxes written by practitioners that give insight into application of methods Steps to Success research review checklists and numerous end of chapter activities to reinforce concepts This third edition contains updates throughout including an expanded discussion of reliability and validity across both qualitative and quantitative research contexts as well as new Research in Action boxes that showcase how research is used in professional and public contexts The text is ideally suited to both undergraduate and graduate courses in communication research methods within communication media and mass communication programs Online resources including sample syllabi PowerPoint slides and test banks are available at www routledge com 9781032288819

The International Encyclopedia of Communication Theory and Philosophy, 4 Volume Set Klaus Bruhn Jensen, Robert T. Craig, Jefferson D. Pooley, Eric W. Rothenbuhler, 2016-10-31 The International Encyclopedia of Communication Theory and Philosophy is the definitive single source reference work on the subject with state of the art and in depth scholarly reflection on key issues from leading international experts It is available both online and in print A state of the art and in depth scholarly reflection on the key issues raised by communication covering the history systematics and practical potential of communication theory Articles by leading experts offer an unprecedented level of accuracy and balance

Provides comprehensive clear entries which are both cross national and cross disciplinary in nature The Encyclopedia presents a truly international perspective with authors and positions representing not just Europe and North America but also Latin America and Asia Published both online and in print Part of The Wiley Blackwell ICA International Encyclopedias of Communication series published in conjunction with the International Communication Association Online version available at www wileyicaencyclopedia com The Routledge Companion to Digital Journalism Studies Scott A. Eldridge II, David Cheruiyot, Sandra Banjac, Joëlle Swart, 2024-12-16 This second edition of The Routledge Companion to Digital Journalism Studies offers a truly global and groundbreaking collection of essays addressing the key issues and debates shaping the field of digital journalism studies today Journalism has arguably faced unprecedented disruption and reconceptualization since the first edition of this Companion was published Questions over what role journalism and journalists play in society are pervasive and changes to platforms products practices and audiences are among the forces driving a new research agenda in the field This newly reorganized second edition addresses developments in technologies data infrastructures algorithms and the businesses behind these technologies as well as the impact of such developments on the practice of digital journalism Debates concerning the decline of public trust in journalism and the blurred distinctions between journalism and other forms of media and communication are also considered. The chapters outline the need for digital competence and literacy within journalism and introduce new methodological approaches including experimental and arts based methods computational methods and collaborative work Comprising 54 original essays from distinguished academics across the globe this book showcases the rich diversity of work that continues to define the field of digital journalism studies and is an essential point of reference for students and researchers alike Media in a Globalized Society Stig Hjarvard, 2003 Enth A mediated world the globalization of society and the role of media Stig Hjarvard Globalisation Americanisation and politicisation of media research Daniel Biltereyst Globalization and national identity in Danish television the return of the nation Henrik S ndergaard Global genre and the complexity of proximity Hanne Bruun Globalisation and localisation TV coverage of the Olympic Games in Sydney 2000 Kirsten Frandsen Beyond imagined community Transnational media and Turkish migrants in Europe Kevin Robins Miss World going Deshi addressing an Indian television audience with a global media product Norbert Wildermuth Communicating models the relevance of models for research on the worlds of the internet The Future of Newspapers Bob Franklin, 2013-09-13 The future of newspapers is hotly contested Pessimistic pundits predict their imminent demise while others envisage a new era of participatory journalism online with yet others advocating increased investment in quality journalism rather than free gifts and DVDs as the necessary cure for the current parlous state of newspapers Globally newspapers confront highly variable prospects reflecting their location in different market sectors countries and journalism cultures But despite this diversity they face similar challenges in responding to the increased competition from expansive radio and 24 hour television news channels the

emergence of free Metro papers the delivery of news services on billboards pod casts and mobile telephony the development of online editions as well as the burgeoning of blogs citizen journalists and User Generated Content Newspapers revenue streams are also under attack as advertising increasingly migrates online This authoritative collection of research based essays by distinguished scholars and journalists from around the globe brings together a judicious mix of academic expertise and professional journalistic experience to analyse and report on the future of newspapers This book was published as special issues of Journalism Practice and Journalism Studies Modern Arab Journalism Noha Mellor, 2007-11-30 Modern Arab Journalism offers a new outlook in studying Arab news media It approaches its subject from an innovative angle asking a series of key questions How is Arab journalism different from or similar to journalism in other countries What defines the tasks of journalists Who has access to this field How is power distributed inside the field of Arab journalism When were the media programs launched at Arab universities and what characterizes them Although the field of Arab journalism has received tremendous attention from the public as well as journalistic circles around the world in recent times this book presents the first detailed exploration of the area opening up a new research agenda and challenging the concepts taken for granted in Arab media scholarship Media and Communication Research Methods Anders Hansen, David Machin, 2018-09-12 This essential textbook provides a clear and authoritative introduction to qualitative and quantitative methods for studying media and communication Written by two highly experienced researchers the book draws on a wide range of media and communication research to introduce students to the relative strengths of the different research approaches Beginning with an overview of the changing contexts and trends in media and communication research approaches the book demystifies research and the research process by offering practical and accessible guidance on how to design plan and carry out successful research projects in media and communication This is an indispensable text for all students of media and communication studies particularly those undertaking their own research projects or taking modules The Enemy in Contemporary Film Martin Löschnigg, Marzena Sokołowska-Paryż, 2018-08-21 in research methods Culture and conflict inevitably go hand in hand The very idea of culture is marked by the notion of difference and by the creative fraught interaction between conflicting concepts and values The same can be said of all key ideas in the study of culture such as identity and diversity memory and trauma the translation of cultures and globalization dislocation and emplacement mediation and exclusion This series publishes theoretically informed original scholarship from the fields of literary and cultural studies as well as media visual and film studies It fosters an interdisciplinary dialogue on the multiple ways in which conflict supports and constrains the production of meaning on how conflict is represented how it relates to the past and projects the present and how it frames scholarship within the humanities Editors Isabel Capeloa Gil Catholic University of Portugal Lisbon Portugal Paulo de Medeiros University of Warwick UK Catherine Nesci University of California Santa Barbara USA Editorial Board Arjun Appadurai New York University Claudia Benthien Universit t Hamburg Elisabeth

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Elections and Social Networks around the World Erica Guevara, Anaïs Theviot, 2024-10-28 This book analyzes the role of social networks during electoral campaigns around the world taking into account the non technological particularities political electoral social economic cultural of the media configurations of different countries Political parties all over the world engage in real virtual battles to appear at the cutting edge of technology Providing in depth case studies from across Europe North America Latin America Asia and Africa this book emphasizes the need to study how institutions culture and politics shape the processes of technology diffusion in each context It asks what are the uses of social networks in election campaigns in different countries and what are the factors that lead to social networks playing an important role in the elections of a given country International and comparative in focus this book brings together work on the uses of social networks Facebook X formerly Twitter WhatsApp TikTok Instagram Telegram and more in the context of an election campaign by different actors such as parties companies journalists and voters This book explores the different methodological and theoretical approaches developed for the study of the uses of social networks in an electoral context The contributors focus on the identification of the online ecosystem of electoral actors in each country studying their strategies and logic They also analyze the scaremongering rhetoric about the possible effect of social media on elections as an object of study While taking seriously the issues of polarization disinformation or negative campaigning this book provides

understanding of how these work and how their discourses are constructed This book will be of great interest to upper level students and scholars of Political Science Media and Communications Studies **Democracy and the Public Sphere**Hans-Jörg Trenz,2023-11-23 Exploring the creative and destructive ways individuals and groups make use of new digital and social media in democratic societies across the world this book presents a much needed critical theory of the public sphere as we enter the new digital age

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