



Mass Media Research: An Introduction

Roger D. Wimmer, Joseph R. Dominick

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This text begins with an overview of mass communication research and ethics of research. It then explores each major approach to research, including qualitative research, content analysis, survey research, longitudinal research, and experimental research. The text continues with a section on data analysis, and concludes with a forward-looking section on research applications, covering such topics as research in print and electronic media and on the Internet.

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