

1. Record Nr.	UNINA990000810780403321
Autore	Talia, Michele
Titolo	Meridione e uso del territorio : le aree meridionali nel processo di crescita del capitalismo italiano / Michele Talia, Manlio Venditelli
Pubbl/distr/stampa	Napoli : Liguori editore, 1979
Descrizione fisica	305 p. ; 21 cm
Collana	Contributi di sociologia ; 43
Altri autori (Persone)	Venditelli, Manlio <1943- >
Disciplina	339.5
Locazione	FARBC DDA
Collocazione	SEZ.NA B 1788 VI F 347 INU B 310
Lingua di pubblicazione	Italiano
Formato	Materiale a stampa
Livello bibliografico	Monografia

2. Record Nr.	UNINA9910466316903321
Autore	Mytton Graham
Titolo	Media audience research : a guide for professionals / / Graham Mytton, Peter Diem, Piet Hein van Dam
Pubbl/distr/stampa	Los Angeles, CA : , : SAGE Publications, Inc., , 2016
ISBN	93-5328-017-6 93-5150-642-8 93-5150-644-4
Edizione	[Third edition.]
Descrizione fisica	1 online resource (298 p.)
Disciplina	302.2/072
Soggetti	Mass media - Research - Methodology Electronic books.
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Revision of author's Handbook on radio and television audience research.
Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	Cover ; CONTENTS; PREFACE; 1. Introduction; 2. History of Media Research; 3. Quantitative Research: Audience Measurement-General Theory and the Basics; 4. Audience and Media Measurement Research Methods in Use Today; 5. Quantitative Online Research; 6. Internet Audience Measurement: Passive Methods and Technologies; 7. Qualitative Research; 8. Audience Opinion and Reaction; 9. Desk Research; 10. Data Analysis; 11. Adapting Media Research to Different Cultures; APPENDIX; GLOSSARY; BIBLIOGRAPHY; INDEX; ABOUT THE AUTHORS
Sommario/riassunto	The only comprehensive training book on conducting research into all forms of media This book outlines all the methods for conducting research-both active and passive as well as quantitative and qualitative-in all forms of media, including new media such as the Internet, mobile phones and social media. It explains the ways in which media audiences are measured, understood and taken into account in media planning, advertising sales and social development campaigns. It shows how datasets are analysed and used. The statistical theories behind good quantitative research are explained in simple and accessible language.

3. Record Nr.	UNISA996390021003316
Autore	Ainsworth Henry <1571-1622?>
Titolo	An apologie or defence of such true Christians as are commonly (but vniustly) called Brownists [[electronic resource]] : against such imputations as are layd vpon them by the heads and doctors of the University of Oxford, in their Ansvver to the humble petition of the ministers of the Church of England, desiring reformation of certayne ceremonies and abuses of the Church
Pubbl/distr/stampa	[Amsterdam, : Printed by Giles Thorp], 1604
Descrizione fisica	[16], 118, [2] p
Soggetti	Brownists - England
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	By Henry Ainsworth and Francis Johnson. A reply to: University of Oxford. The answere of the vicechancelour, the doctors, both the proctors, and other the heads of houses in the universitie of Oxford. In this edition, *3r line 1 begins: tle in. Reproduction of the original in Cambridge University Library.
Sommario/riassunto	eebo-0021