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Nota di contenuto	Frontmatter -- Preface to Handbooks of Communication Science series / Schulz, Peter J. / Cobley, Paul -- Contents -- 1. Introduction / Napoli, Philip M. -- Part I: Intellectual Foundations -- 2. Beginnings: Origins of Mediated Communication Research / Dennis, Everette E. -- Part II: Theoretical Perspectives -- 3. Media Effects / Elasmr, Michael G. -- 4. Media Usage / Park, Sora -- 5. Media Technology Adoption / Carey, John -- 6. Audience Behavior / Webster, James G. -- 7. Audience Reception / Schröder, Kim Christian -- 8. Content Creation / Edy, Jill A. -- 9. Media Evolution / Scolari, Carlos A. -- Part III: Methodological Approaches -- 10. Network Analysis / Weber, Matthew S. -- 11. Content Analysis / Macnamara, Jim -- 12. Ratings Analysis / Ksiazek, Thomas B. -- 13. Surveys / Lavrakas, Paul J. / Kosicki, Gerald M. -- 14. Experiments / Stroud, Natalie Jomini / Haenschen, Katherine -- 15. Audience Ethnography / Carey, John / Mierzejewska, Bozena I. -- Part IV: Contexts -- 16. Media Violence / Bender, Stuart Marshall -- 17. Media and Health Communication / Wright, Kevin B. -- 18. Race/Ethnicity and Media / Mastro, Dana / Stamps, David -- 19. Media and Disability / Ellis, Katie -- 20. Children and Media / Drotner, Kirsten -- 21. Gender and Media / Horowitz, Minna -- 22. Media and Civic Engagement / Friedland, Lewis / Wells, Chris -- 23. Political Advertising / Dunaway, Johanna L. / Searles, Kathleen / Fowler, Erika

Franklin / Ridout, Travis N. -- 24. Media Development / Taylor, Maureen -- 25. Media Regulation and Policy / Schejter, Amit M. -- 26. Mobile Communication / Jensen, Klaus Bruhn / Helles, Rasmus -- Part V: Contemporary Issues -- 27. Digital Divide / Fuentes-Bautista, Martha / Olson, Christine -- 28. Exposure Diversity / Helberger, Natali / Wojcieszak, Magdalena -- 29. Algorithmic Filtering / Caplan, Robyn -- 30. Media Literacy / Kim, Eun-mee -- 31. Media and Social Movements / Marchi, Regina -- 32. Big Data / Mahrt, Merja -- 33. Conclusion - Future of the Field / Delli Carpini, Michael X. -- Biographical Notes -- Index
