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the Curve of Experience; The Competent User; Summary; 9. The Audience; The Modern Audience; The Average Household and the Representative Individual; Home Studies and the Public; Audience Consent; The Knowledge Aggregators; Summary; 10. The Critics; The Broader Context; The Bogart Persona; Objections to Ratings; Setting Limits to Statistics; Problems with Increases in Scale Impersonal Secondary Data Deprofessionalization of Media Research; Summary; 11. The Future of Ratings; Bibliography; Index; A; B; C; D; E; F; G; H; I; J; K; L; M; N; O; P; Q; R; S; T; U; V; W; Y; Z

Sommario/riassunto

Knowing, measuring and understanding media audiences have become a multi-billion dollar business. But the convention that underpins that business, audience ratings, is in crisis. Rating the Audience is the first book to show why and how audience ratings research became a convention, an agreement, and the first to interrogate the ways that agreement is now under threat. Taking a historical approach, the book looks at the evolution of audience ratings and the survey industry. It goes on to analyse today's media environment, looking at the role of the internet and the increased difficulties it p
