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Nota di contenuto	Cover; Table of Contents; 1 - Evolving Theoretical Background of Media Research; 2 - Overview of Media Research Methodologies: Audiences; 3 - Overview of Media Research Methodologies: Media Output; 4 - Measuring Media Usage and Exposure; 5 - Measuring Affective Responses to Media; 6 - Measuring Cognitive Responses to Media: Attention and Comprehension; 7 - Measuring Cognitive Impact of Media; 8 - Measuring Behavioural Impact of Media: From Association to Causation; References; Index
Sommario/riassunto	Assessing the relative strengths and weaknesses of qualitative and quantitative methods, this book examines the methodological perspectives adopted by media researchers in their attempts to understand the nature of media in society.