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| Nota di contenuto | Front Cover; Psychophysiological Measurement and Meaning; Copyright Page; Contents; Foreword; Preface; Acknowledgments; 1. Psychophysiology in the context of media processes and effects research; A brief history of media effects research; Early research-the impact of film content; Behaviorism's strong influence; Early behaviorist communication research; Opening the black box-the information processing approach; The second debut of physiology in media research; The third time's a charm: psychophysiological approaches to media<br>2. Psychophysiology: theoretical assumptions anda history of the fieldBasic assumptions of psychophysiology; 1. The brain is embodied; 2. The work of the brain and the body happens over time; 3. The subtractive method applies to analyzing physiological systems; 4. The body's primary job is to keep itself alive; 5. Cognitive processes can be inferred from bodily reactions; 6. Psychophysiological measures are monstrosities; Psychophysiology: a field with a long legacy; Benefits and drawbacks of psychophysiology; 3. Key terms and concepts in psychophysiology |

Tracing the basics of the signal chain from body to computerElectrodes and leads; Photoplethysmographs; Electrode cables and bioamplifiers; Filtering; AD/DA boards; Psychophysiological signal vocabulary; Tonic and phasic responses; Change scores; Habituation and sensitization; Summary; 4. Psychophysiological measures of cognitiveprocessing of media; Conceptualizing cognitive processing of mediated content; The limited capacity model of motivated, mediated, message processing; Cardiac activity: a physiological measure of cognitive processing; Psychological meaning of heart rate
Basic anatomy and physiology of the cardiac systemRecording the ECG in the media research lab; Equipment and technical procedures for recording the ECG; Analysis of cardiac activity data; Examples of research using heart rate to study cognitive processing of media; EEG: a measure of cortical activity underlying cognitive processing of media; Psychological meaning of EEG; Recording the EEG signal; Examples of research using EEG to study cognitive processing of media; Summary; 5. Psychophysiological measures of emotionalprocessing of media; The nature of human emotion
Mind/body interaction in emotionArousal and valence as superordinate dimensions of emotion; Skin conductance: an electrodermal measure of arousal; Psychological meaning of skin conductance; Measuring skin conductance in the media research lab; Skin conductance recording equipment and supplies; Skin conductance electrode placement; Analysis of skin conductance data; Examples of the use of skin conductance in media research; Facial EMG: a measure of emotional valence; Psychological meaning of facial EMG; Specific facial muscle activation as an index of emotional valence
Recording the facial EMG signal

Sommario/riassunto

"This research volume serves as a comprehensive resource for psychophysiological research on media responses. It addresses the theoretical underpinnings, methodological techniques, and most recent research in this area. It goes beyond current volumes by placing the research techniques within a context of communication processes and effects as a field, and demonstrating how the real-time measurement of physiological responses enhances and complements more traditional measures of psychological effects from media. This volume introduces readers to the theoretical assumptions of psychophysiology as well as the operational details of collecting psychophysiological data. In addition to discussing specific measures, it includes brief reviews of recent experiments that have used psychophysiological measures to study how the brain processes media. It will serve as a valuable reference for media researchers utilizing these methodologies, or for other researchers needing to understand the theories, history, and methods of psychophysiological research."--Publisher's description.