Doing Media Research An Introduction 2nd Edition



Susanna Hornig Priest



Doing Media Research

Dr Jane Stokes

Doing Media Research:

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Exploring Media Research Andy Ruddock, 2017-08-21 From Donald Trump's use of Twitter to social media mourning to

cyber bullying the evidence of media influence today is all around us As such good media research is more important than ever and crucially is something all students can and should do Exploring Media Research is an eye opening exploration of what it means to understand and do media research today Carefully balancing theory and practice Andy Ruddock demystifies the process showing you don't need huge amounts of time or money to do meaningful media analysis The book Introduces students to the scope and seriousness of media influence Shows them how to tie their own interests to academic concepts and research issues Explains how to use this understanding to develop proper research questions Translates key theoretical concepts into actual research methods students can use to explore the media texts events markets and professionals that interest them Bringing theory to life throughout with a range of contemporary case studies Exploring Media Research is a thoughtful and practical guide to gathering and analysing media data It is essential reading for students of media communication and cultural studies **Doing Sociology** Lee Harvey, Morag MacDonald, 1993-11-11 Doing Sociology is a student centred text that encourages learning by doing Combining sociological theory with research methods and social philosophy in an accessible way it provides an invaluable resource for A level access and first year degree students and Media Research Methods Ina Bertrand, Peter Hughes, 2017-10-13 This indispensable textbook provides teachers student researchers with extensive guidance and methods from across the social sciences and humanities showing them how to make informed choices and consider the many alternatives available throughout the research process Unique in approach the text focus on how to do media research across three key strands audiences institutions and texts and critically assesses a wide range of methods addressing why they are appropriate or useful in certain scenarios Written by two experts with a wealth of experience between them in teaching research methods and skills this excellent resource explains complex methods in a clear and accessible way offering practical guidance on how to use different methodologies while situating the methods in the context of critical evaluations of previously published research Providing a complete overview of media research methods while encouraging students to develop their own intellectual frameworks this book is invaluable for undergraduates postgraduates novice and more experienced researchers of media communication and journalism The SAGE Handbook of Social Media Research Methods Luke Sloan, Anabel Quan-Haase, 2017-01-26 With coverage of the entire research process in social media data collection and analysis on specific platforms and innovative developments in the field this handbook is the ultimate resource for those looking to tackle the challenges that come with doing research in this sphere

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