

**VCE Media.**

# Media Influence

## an overview

**by Andrew Renaut**

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# Media Influence

An overview.

## Terminology

- Qualitative Research – interviews, observations, discussions.



## Terminology

- Quantitative Research– using numerical survey's, ratings, reports, questionnaires etc.



Removes any emotion.

Can clearly show a trend over time.



Relies purely on statistics

Tells only part of the story.

## Methods of Research

### **Experimental Laboratory.**

- Controlled environment
- Can usually be repeated reliably
- Time controlled
- Unnatural setting
- Usually small sample size that may be biased in selection

## Methods of Research

### **Experimental Laboratory.**

- Examples
- Bandura 1963 - Bobo Dolls.
- Berkowicz 1964 - Split group Violence Vs Calm
- Gibson & Williams – Music Videos/Premarital Sex

## Methods of Research

### **Longitudinal.**

- Ability to observe over a long period of time.
- Uncontrollable outside factors.
- Example:
- Tannis MacBeth & Williams 1973 – Introduction of television to Nortel Elks in Canada

## Methods of Research

### **Correlational.**

- Assesses influence of natural conditions.
- Difficult to compare to other cultures.
- Example:

- Larson 1996 – Comparison of effects of soap operas – compared watchers with non watchers.

## Methods of Research

### **Meta analysis.**

- Brings together a range of different research.
- No control over original research.
- Researcher bias.
  
- Example:
- Anderson 2003 – Comparison of effects of video games.

## Methods of Research

### **Content analysis.**

- Can examine a wide range of products.
- Categories may not fit appropriately
- Can take a long time to choose appropriate data.
- Researcher bias.
  
- Example:
- Brand 2003 – Comparison of effects of video games.

## Methods of Research

### **Focus Group.**

- Can examine a wide range of products.
- Can examine controlled groups of people.
- People may say what they think researchers want to hear as they are often being paid.
- Researcher bias.
  
- Example:
- Philo et. Al. Glasgow, Media research group – various.

## Methods of Research

### **Interviews.**

- Can examine a wide range of products.
- Can examine controlled groups of people.
- People may say what they think researchers want to hear as they are often being paid.
- Researcher bias.
  
- Example:
- AC Nelson, Newspoll etc. TV ratings.

## Methods of Research

### **Surveys.**

- Can examine a wide range of products.
- Can examine controlled groups of people.
- People may say what they think researchers want to hear as they are often being paid.
- Researcher bias.

- Example:
- OFLC. 2002 New labeling of products.

## Methods of Research

### **Observational/immersive .**

- Can examine a wide range of products.
- Can examine controlled groups of people.
- People may say what they think researchers want to hear as they are often being paid.
- Researcher bias.

- Example:
- List 1980s – Observational studies of uni friends.

## Methods of Research

### **Case studies .**

- Can examine a wide range of products in a very focused manner.
- Can examine controlled groups of people.
- People may say what they think researchers want to hear as they are often being paid.
- May not take into account other related factors.

- Example:
- Sweeney 2000s – TAC advertising.

## Methods of Research

### **Combined qualitative/quantitative .**

- Can examine a wide range of products from a wide range of sources.
- Can examine broad groups of people.
- May be too broad and generalised in findings.
- Example:
- Sweeney 2000s – TAC advertising.







