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Mass Media Research: An Introduction by Roger D. Wimmer

THE DEVELOPMENT OF MASS MEDIA RESEARCH Mass media research has evolved in definable steps, and similar patterns have been followed in each medium's needs for research (see Figure 1.1). (As you read the following paragraphs about the development of mass media research, consider the Internet as an example.

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mass media research in the professional world through simplified explanations of goals, procedures, and uses of information in mass media research. We want you to be comfortable with research and to recognize its unlimited value, so we use extensive practical applications to illustrate its use in the world today. Please read this Preface.

MASS MEDIA RESEARCH

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While much research is conducted in professional or industry settings, a great deal of mass media research is conducted at colleges and universities. There are several differences between research in the academic and the private sectors, including, but not limited to: ∞ Academic research tends to be more theoretical in nature; private-sector research is

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It is important to know how to conduct research. The most appropriate method of knowing for mass media research is the scientific method, which is public, objective, empirical, systematic, cumulative, and predictive.

MMR 8th Edition Instructor's Manual

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