Contents

Preface xviii

Acknowledgments xxi

SECTION I: OVERVIEW 1

1 Exploring the Mediascape 3

Chapter Preview 3
- What's It All About? 3
- What Are the Major Topics? 3
- What Special Terms Are Used? 4

Introduction 4

Communication Domains 4
- Mass Communication 5
- Media Studies 6
- Mediated Communication 7
- Scholarly Communities of the Mediascape 11
- Science and Scholarship 11
- Scientific, Proprietary, and Personal Research 12

Understanding Methodological Differences 12
- Methodologies 13
- The Empirical 13
- The Metric 14
- The Hermeneutic 14
- The Critical 15
- Epistemological Foundations 15
- Assaying the Differences 20

Moving On 21

Reflections 21
- What Are Some Points to Remember? 21
- Why Does It Matter? 21
- What Else Could We Talk About? 22
- What Else Might Be Interesting to Read? 22

2 Mapping the Mediascape 23

Chapter Previw 23
- What's It All About? 23
- What Are the Major Topics? 23
- What Special Terms Are Used? 24

Introduction 24
Four Corners of Analysis 24
- Properties 25
- Processes 27
- Consequences 28
- Character 29

Putting It Together: Friends in Social Networking Sites 31
- Properties 32
- Processes 32
- Consequences 34
- Character 34

Moving On 35
Reflections 36
- What Are Some Points to Remember? 36
- Why Does It Matter? 36
- What Else Could We Talk About? 36
- What Else Might Be Interesting to Read? 36

3 Methods of Exploration: Asking Questions 37

Chapter Preview 37
- What's It All About? 37
- What Are the Major Topics? 37
- What Special Terms Are Used? 38

Introduction: Primacy of the Problem 38
Preliminaries 39
- Commonalities 39
- Creating Public Knowledge 39
- What About the Truth of the Matter? 39
- Theory and Method 40

The Process of Research 41
- Initiating Issues and Preliminary Investigations 43
- Refining the Problem 49
- Literature Review 58
- Problem Statement 59

The Ethics of the Problem 60
Moving On 61
Reflections 62

What Are Some Points to Remember? 62
Why Does It Matter? 62
What Else Could We Talk About? 62
What Else Might Be Interesting to Read? 62

4 Methods of Exploration: Finding Answers 63

Chapter Preview 63
What's It All About? 63
What Are the Major Topics? 63
What Special Terms Are Used? 64
Introduction 64
An Introduction to Empirical Methods 65
Cataloguing Methods 66
Metric Methods 67
Interpretive Methods 70
Hybrid Methods 73
Mixed Methods 75
Considering Purposes Beyond Method 76
Moving On 79
Reflections 79
What Are Some Points to Remember? 79
Why Does It Matter? 79
What Else Could We Talk About? 79
What Else Might Be Interesting to Read? 80

SECTION II: FOUNDATIONS OF RESEARCH PRACTICE 81

5 From Concepts to Data 83

Chapter Preview 83
What's It All About? 83
What Are the Major Topics? 83
What Special Terms Are Used? 84
The Foundations of Argument in Research 84
Assumptions Prior to Data 85
Assumptions About Media/Texts/Audiences 85
Assumptions About Culture/Society/Individuals 87
Summary of Assumptions 89
Postassumptive Theory 90
Theory Types 90
Levels of Approach 91
Initiating Concepts 91
Epistemic Divisions 91

Concepts and Constructs 92
Engagement, Evidence, Claim, and Trustworthiness 93
Metric Evidence 94
Metric Trustworthiness: Reliability, Precision, Accuracy, and Validity 99
Interpretive (and Hybrid) Evidence 100
Interpretive Trustworthiness: Coherence, Resonance, and Vraisemblance 104
Moving On 104
Reflections 105
What Are Some Points to Remember? 105
Why Does It Matter? 105
What Else Could We Talk About? 105
What Else Might Be Interesting to Read? 105

6 Research Questions and Hypotheses 106

Chapter Preview 106
What's It All About? 106
What Are the Major Topics? 106
What Special Terms Are Used? 107
Creating a Research Study 107
Things and Properties: Questions of "What?" 108
Methods and Practices: Questions of "How?" 108
Causes and Consequences: Questions of "Why?" 109
Character and Value: Questions of "So What?" 109
Research Questions and Hypotheses 110
Metric Studies 110
Interpretive Studies 111
Hybrid Studies 111
Community-Based Research 112
Proprietary Research 113
Contemporary Examples 113
Questions of Properties 114
Questions of Praxis 117
Questions of Consequence 119
Questions of Character 122
Implications for Developing Research Questions 124
Anticipating Institutional Review 125
Competent Scholarship 126
Informed Consent 127
Informed Consent and Interpretive Studies 127
Tensions 128
Commentary on Methods and Implications 129
Moving On 131
Reflections 131

What Are Some Points to Remember? 131
Why Does It Matter? 132
What Else Could We Talk About? 132
What Else Might Be Interesting to Read? 132

7 Literatures and Databases 133

Chapter Preview 133
What's It All About? 133
What Are the Major Topics? 133
What Special Terms Are Used? 134
Introduction 134
Metric, Interpretive, and Hybrid Literature Reviews 135
Reviews in Metric Research 135
Reviews in Interpretive Research 135
Hybrid Reviews 136
In the Beginning, For the Beginner 137
Issue-Based Indexes 137
Archives and Databases in Mediated Communication 140
Conducting Professional, Problem-Based Literature Searches 142
Writing to Read 142
Research Literatures 144
Literatures and Databases 146
Professional Practices in Search Strategies 149
Managing Citations 152
The Ethics of Literature Reviews 154
Moving On 155
Reflections 155
What Are Some Points to Remember? 155
Why Does It Matter? 156
What Else Could We Talk About? 156
What Else Might Be Interesting to Read? 156

SECTION III: DESIGNING PROTOCOLS IN METRIC RESEARCH 157

8 Sampling 159

Chapter Preview 159
What's It All About? 159
What Are the Major Topics? 159
What Special Terms Are Used? 160
Introduction 160
Understanding Sampling 164
Probability Sampling 164

Nonprobability Sampling 166
Critique and the Question of Representativeness 168
Sampling Methods 171
Probability Sampling 171
Nonprobability Sampling 174
Sampling Things, Texts, Processes, and Episodes 175
Best Practices 176
Power or Size Counts 177
Moving On 179
Reflections 179
What Are Some Points to Remember? 179
Why Does It Matter? 180
What Else Could We Talk About? 180
What Else Might Be Interesting to Read? 180

9 Statistics and Statistical Analysis 181

Chapter Preview 181
What's It All About? 181
What Are the Major Topics? 181
What Special Terms Are Used? 182
Introduction 182
Descriptive Statistics 184
Inferential Statistics 193
Significance and Public Decision Making 193
Common Tests of Difference 197
Common Measures of Relationship 206
A Peek Into Structure and Modeling 211
The Ethics of Analysis 215
Moving On 216
Reflections 216
What Are Some Points to Remember? 216
Why Does It Matter? 217
What Else Could We Talk About? 217
What Else Might Be Interesting to Read? 217

10 Designing Surveys 218

Chapter Preview 218
What's It All About? 218
What Are the Major Topics? 218
What Special Terms Are Used? 219
Introduction 219
Measuring Properties: Developing Content 220
Understanding Communication Variables 220

Statement-Based Scales 221
Descriptor-Based Scales 222
Qualifying, Exploratory, Analytical, and Focal Measures 223
Demo- and Psychographics 225
Format 227
Anticipating Analysis and Data Handling 227
Methods of Data Collection 228
Accessibility 228
Gaining and Sustaining Participation 230
Ensuring and Testing Quality Responses 231
Testing Quality 234
The Ethics of Survey Design 234
Moving On 236
Reflections 237
What Are Some Points to Remember? 237
Why Does It Matter? 237
What Else Could We Talk About? 237
What Else Might Be Interesting to Read? 238

11 Protocols for Experiments 239

Chapter Preview 239
What's It All About? 239
What Are the Major Topics? 239
What Special Terms Are Used? 240
Introduction 240
Components of Experimental Design 242
Causality 242
Theory 244
Control 245
Ecological Validity 246
Creating the Protocol 248
Variables 248
Treatments and Equivalence 253
Respondents 256
Analysis 258
An Invented Example 263
The Ethics of Experiments 269
Conclusion 269
Moving On 270
Reflections 270
What Are Some Points to Remember? 270
Why Does It Matter? 270
What Else Could We Talk About? 270
What Else Might Be Interesting to Read? 270

SECTION IV: CONDUCTING RESEARCH IN THE INTERPRETIVE PARADIGM 271

12 Coding Text 273

Chapter Preview 273
What's It All About? 273
What Are the Major Topics? 273
What Special Terms Are Used? 274
Introduction to Coding Texts 274
Symbolic and Discursive Protocols 276
Four Intentions 276
Analysis of Intentionalities 278
Elements of Content Protocols 280
Metric Coding 281
Cases 282
Unit of Analysis 284
Codes 285
Issues in Reliability and Validity 286
Interpretive Coding 287
Selection of Texts 287
Close Reading 288
Cases and Units of Analysis 289
Coding 289
Issues in Trustworthiness 291
Common Elements in Coding 291
Computer-Aided Analysis 292
Coding Digitized Texts 294
Moving On 298
Reflections 298
What Are Some Points to Remember? 298
Why Does It Matter? 299
What Else Could We Talk About? 299
What Else Might Be Interesting to Read? 299

13 Discursive Protocols: Creating Texts 300

Chapter Preview 300
What's It All About? 300
What Are the Major Topics? 300
What Special Terms Are Used? 301
Introduction 301
Producing and Coding Research Texts 301
Long-Form Interviews 302
Focus Groups 305
Protocol Analyses 306

Narratives 307
Noninteractive Observation 309
Coding Texts: Pulling It All Together 310
The Texts of the Problem 311
Approach to Analysis 311
Unit of Analysis 311
Coding 312
Analysis 313
Implications and Conclusions 314
Objectivity and Vraisemblance 315
Critical Question Checklist 315
Critical Answers for Metric Studies 317
Critical Answers for Hermeneutic and Hybrid Studies 319
Moving On 321
Reflections 321
What Are Some Points to Remember? 321
Why Does It Matter? 321
What Else Could We Talk About? 321
What Else Might Be Interesting to Read? 322

14 Critical Interpretive Methods: Social Meanings and Media Texts 323

Geoffrey Baym
Chapter Preview 323
What's It All About? 323
What Are the Major Topics? 323
What Special Terms Are Used? 324
Introduction 324
Goals 326
Identifying Issues and Texts 328
Selection 329
Single Text 330
Time-Based 330
Comparative Within Time 331
Comparative Across Time 331
Comparative Across Media 331
Thematic 332
Textual Capture 332
Interpretive Reading 334
Gaining Intimate Familiarity 334
Textual Regularities 334
Developing a Content Log 335
A Theoretical Starting Point 336
Systematic Analysis of Meaning Construction 336
The Play of Signs 336
Patterns of Organization 340
Linkages to Context 343

Emergence and Confrontation 345
Finely Grained Examination 345
Crafting the Argument 346
Is the Analysis Insightful? 346
Is the Analysis Valid? 347
Is the Analysis Valuable? 348
Moving On 349
Reflections 349
What Are Some Points to Remember? 349
Why Does It Matter? 350
What Else Could We Talk About? 350
What Else Might Be Interesting to Read? 350

15 Ethnographic Methods 351

Chapter Preview 351
What's It All About? 351
What Are the Major Topics? 351
What Special Terms Are Used? 352
Introduction 352
Member Understanding 353
Participant Observation 354
Hybrid Forms 355
Adaptive Strategies in Ethnographic Research 355
Understanding an Ethnographic Problem 355
The Membership 358
Gaining Access 361
Fieldwork I: Achieving Member Knowledge 362
Fieldwork II: Supervised Performance and Reflexive Writing 366
Making Sense of It All: The Ethnographic Argument 368
Emerging Forms of Argument 371
The Ethics of Ethnography 372
Moving On 372
Reflections 373
What Are Some Points to Remember? 373
Why Does It Matter? 373
What Else Could We Talk About? 373
What Else Might Be Interesting to Read? 373

16 An Excursion Into Writing 374

Chapter Preview 374
What's It All About? 374
What Are the Major Topics? 374
What Special Terms Are Used? 375

Introduction 375
Professional Writing 375
Get Connected 375
Develop Skills 376
Assemble Technology 377
Develop Good Practices 378
Doing the Writing 378
Dealing With Writer's Block 380
Manuscript Preparation 380
Background Practices: Foundational Reviews 382
The Garden-Variety Literature Reviews 382
Meta-Analyses 383
Foundational Reviews 383
Developing the Archive 385
Electrons for Carbon 385
Setting Domain Boundaries 387
Building the Archive 387
Capturing the Wily Source 388
Coding the Work 388
Approaches to Coding 389
Software Support 389
The Value of Coding 389
An Example From the Media Effects Archive 390
Closing Foundational Reviews 392
A Final Ethical Note 392
Reflections 392
What Are Some Points to Remember? 392
Why Does It Matter? 393
What Else Could We Talk About? 393
What Else Might Be Interesting to Read? 393

Appendix A: A Short History of Media Innovations **394**

Appendix B: One Hundred Studies **406**

Glossary **411**

References **418**

Index **427**

About the Authors **438**