

Unit 4, Outcome 3

# MEDIA INFLUENCE RESEARCH

## RESEARCH

There are various types of research that are used to measure the extent of the influence of the media. These include -

- Quantitative research
- Qualitative research
- Longitudinal research
- Laboratory Research
- Anecdotal evidence
- Case studies

# RESEARCH

There are various types of research that are used to measure the extent of the influence of the media. These include -

- **Quantitative research**
- **Qualitative research**
- **Longitudinal research**
- **Laboratory Research**
- Anecdotal evidence
- Case studies



These are regarded as the more credible and more reputable ways of researching media influence and effects

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- Quantitative research
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- Laboratory Research
- **Anecdotal evidence**
- **Case studies**



Anecdotal evidence is usually very weak and is based on little else but speculation and often 'media panics'. Case studies also have many weaknesses so be aware of their limitations.

# RESEARCH

There are various types of research that are used to measure the extent of the influence of the media. These include -

- Quantitative research
  - Ratings
  - Surveys
  - Statistics
  - Questionnaires
  - Feedback
  - Not widely seen to be accurate measurements of media influence
  - Quick to collect and compile
- Qualitative research
- Longitudinal research
- Laboratory Research
- Anecdotal evidence
- Case studies

# RESEARCH

There are various types of research that are used to measure the extent of the influence of the media. These include -

- Quantitative research
- Qualitative research
  - Longer interviews
  - Continued discussions incorporates culture, ethnicity, gender etc. into results.
  - These are regarded to be much more credible and include more recent ways of thinking about media influence.
  - Time consuming and difficult to compare.
- Longitudinal research
- Laboratory Research
- Anecdotal evidence
- Case studies

# RESEARCH

There are various types of research that are used to measure the extent of the influence of the media. These include -

- Quantitative research
- Qualitative research
- Longitudinal research
  - Studies that have been conducted over a long period of time  
e.g. Fashbach & Singer
  - Natural environments
  - Many uncontrollable variables.
- Laboratory Research
- Anecdotal evidence
- Case studies

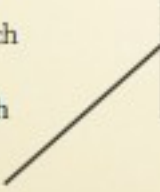
# RESEARCH

There are various types of research that are used to measure the extent of the influence of the media. These include -

- Quantitative research
- Qualitative research
- Longitudinal research
- Laboratory Research
  - Studies that have been conducted in a laboratory.  
e.g. Bandura's 'BoBo Doll' experiment, Berkowitz's Shock treatment.
  - Unnatural setting
  - Controlled variables & perfectly replicated
- Anecdotal evidence
- Case studies

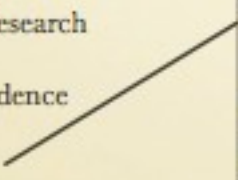
# RESEARCH

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- Quantitative research
  - Qualitative research
  - Longitudinal research
  - Laboratory Research
  - Anecdotal evidence
  - Case studies
- 
- Discussion of the media based on personal stories, hearsay and 'Moral Panics'

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- Quantitative research
  - Qualitative research
  - Longitudinal research
  - Laboratory Research
  - Anecdotal evidence
  - Case studies
- 
- Alleged examples of where the media may/may not have had some influence i.e. Columbine, Sandy Charles, Sun Smart
  - Not based on empirical research

# RESEARCH

Bandura, Ross & Ross

Feshbach & Singer

Berkowitz

## BANDURA'S BOBO DOLLS

- 1963
- Laboratory study
- Professors Bandura, Ross & Ross
- Kindergarten aged students from university creche
- Children observed adults attacking a BoBo doll
- Children placed in similar room and observed
- Imitation of violence strong, particularly if rewarded

# FESHBACH AND SINGER

- 1971
- Longitudinal study in a field setting
- the boys (two groups) were required to watch a minimum of six hours of television a week for six weeks. They had to include certain programs from a designed list. One group had 'aggressive' programs, the other had 'non aggressive'
- They were then required to indicate on a rating form how much they enjoyed and were effected by the show.
- Results support idea of catharsis, as those boys watching the 'aggressive' television had reduced levels of aggression.
- Majority of research does not support Feshbach and Singer's findings.

## CASE STUDIES

### **War of the Worlds**

# **CASE STUDIES**

## **Nazi Germany**

# **CASE STUDIES**

## **Warlock**

Sandy Charles murders 7 year old in Canada  
(1996)



# **CASE STUDIES**

## **Columbine High School Massacre**

Marilyn Manson/Doom

# **CASE STUDIES**

## **Grand Theft Auto IV**

Teenager in Thailand kills taxi driver (2008)

## **CASE STUDIES**

### **Manhunt**

Warren Leblanc kills 14 year old in UK (2004)

## **CASE STUDIES**

### **TAC**

Drink Drive campaign reduces deaths (2007)

# CASE STUDIES

**Sun Smart**

# CASE STUDIES

**Grim Reaper**

1980's AIDS TV Ad

# CASE STUDIES

## **Positive**

- **Catharsis Hypothesis**
- **Crime Does Not Pay Hypothesis**

## **Negative**

- **Desensitisation**
- **Copy Cat Killings**
- **Mean World/Streets Hypothesis**