

Media Research & Theory

A QUICK OVERVIEW

Quantitative Research

Survey

- Public Opinion

Content Analysis

- Counting Occurrences

Experimental

- Causality
- Designed vs. Quasi-Experimental

Qualitative Research

History

Participant Observation

Observation

Interviewing

Ethnographic

Mass Media Theories

Agenda Setting

Knowledge Gap

Bullet Theory

Limited-Effects

Cultivation

Spiral of Silence

Powerful-Effects

Uses and Gratification

Writing Up Research

Abstract

Review of Literature

Hypotheses

Method

Data

Results

Conclusion