

# Mass Media Studies: An Overview

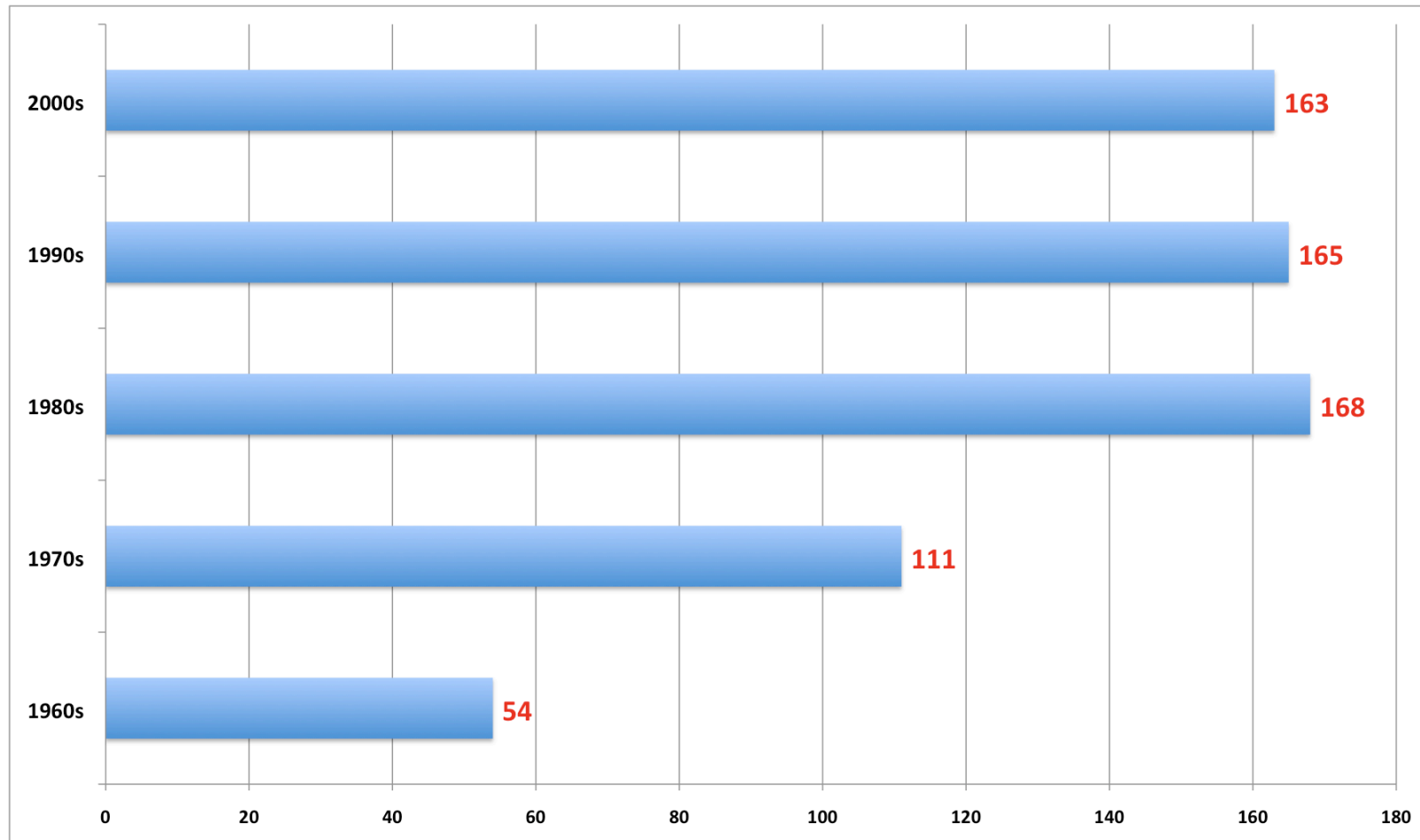
K. Gresham



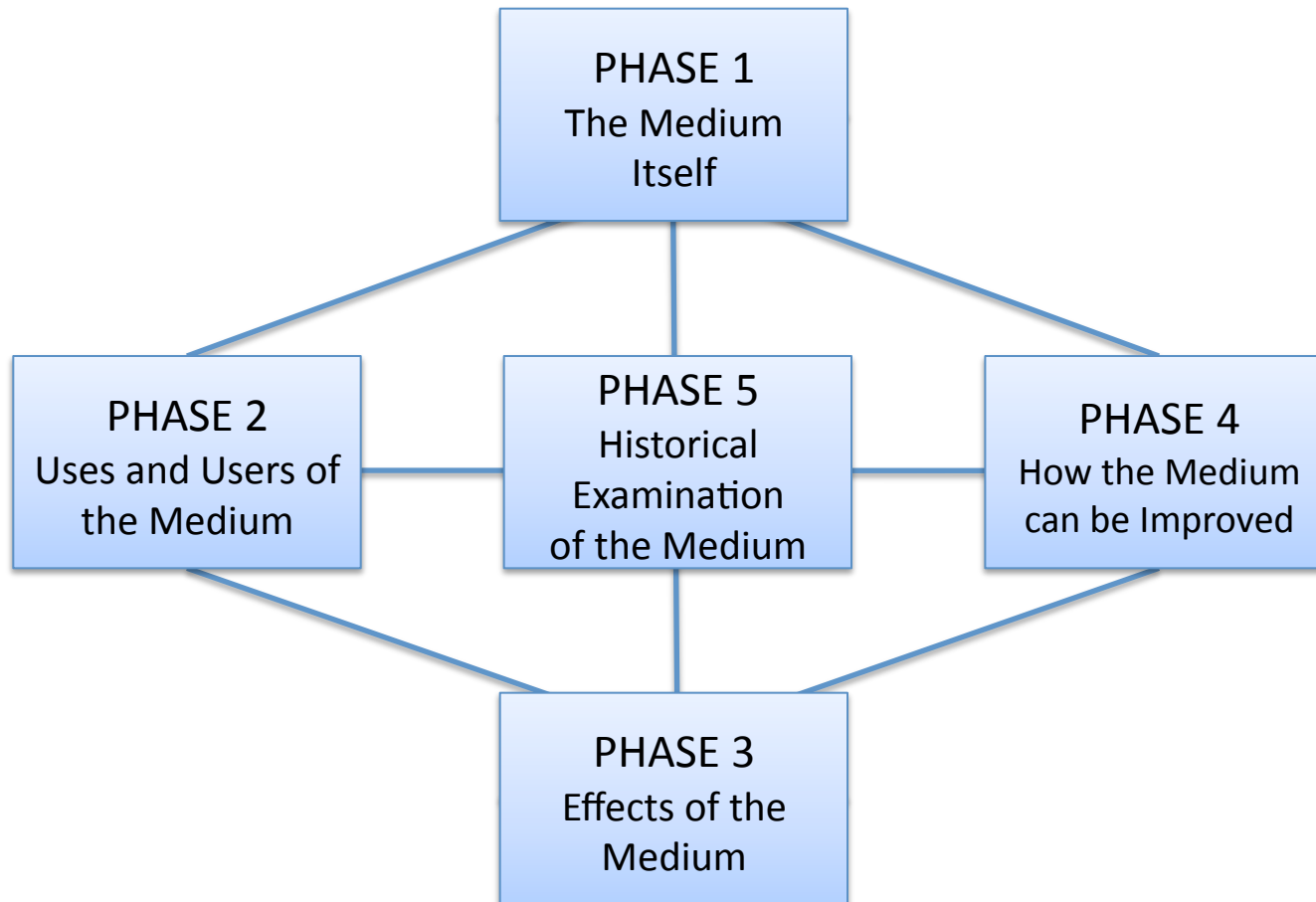
# Selected Princeton Courses AY09-10

- **JRN 400:** The Media in America
  - **JRN 441:** Reporting from the Developing World
  - **JRN 445:** Investigative Journalism - Introduction to Investigative Reporting
  - **JRN 447:** Politics and the Media - Media and Society: The Obama Presidency
  - **JRN 448:** The Media and Social Issues Filmmaking
  - **JRN 450:** The New Audio Age of Journalism
  - **JRN 452:** Journalism on the Screen - The Digital Journalist
  - **JRN 461:** Making News
  - **JRN 462:** News on the Edge: Inside the Business of Journalism
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- **EAS 311:** Japanese Popular Culture in the Age of Globalization
  - **GER 211:** Introduction to Media Theory
  - **POL 327:** Mass Media and American Politics
  - **WRI 149:** Fans and Consumer Culture
  - **WWS 309 / SOC 313:** Media and Public Policy

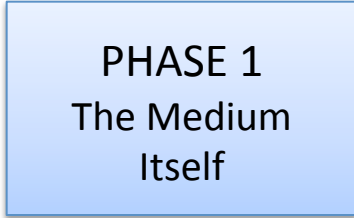
# Princeton Senior Theses Involving Mass Media Research by Decade



# Research Phases in Mass Media Studies



# Research Phases in Mass Media Studies



PHASE 1  
The Medium  
Itself

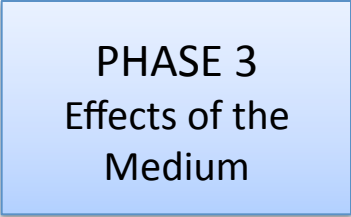
- THESIS: 23732  
TITLE: Topic Analysis and the News: Creation of an RSS feed reader  
AUTHOR: Sanders, Adam (2009), Computer Science Department  
ADVISOR: David Walker
- THESIS: 14608  
TITLE: An Exploration of the Applications of Digital Television  
AUTHOR: Lee, Jonathan (2002), Electrical Engineering Department  
ADVISOR: Liu, Bede
- THESIS: 15787  
TITLE: Bandwidth-Efficient, Inexpensive Wireless Internet for Palm Pilots  
AUTHOR: Viventi, Jonathan (2002), Electrical Engineering Department  
ADVISOR: Lyon, Stephen

# Research Phases in Mass Media Studies

PHASE 2  
Uses and Users of  
the Medium

- THESIS: 23254  
TITLE: Viewer Discretion Advised: Using Reporters to Reassess the Hostile Media Phenomenon  
AUTHOR: Kende, Daniela Karla (2009), Psychology Department  
ADVISOR: Pronin, Emily
- THESIS: 22048  
TITLE: The Role of Newspapers in Influenza Vaccination among the Elderly  
AUTHOR: Griffeth, Will (2008), Ecology and Evolutionary Biology Dept  
ADVISOR: Dobson, Andrew P.
- THESIS: 20033  
TITLE: Flower Power V.2.0: The Changed Dynamics of the Protest in the World of New Media  
AUTHOR: Klitsch, Justin James (2006), Anthropology Department  
ADVISOR: Borneman, John W.

# Research Phases in Mass Media Studies



PHASE 3  
Effects of the  
Medium

- THESIS: 23270  
TITLE: The Effects of Direct-to-Consumer Advertising of Antidepressants on Consumer Behavior  
AUTHOR: Rudd, Shelby Thompson (2009), Psychology Department  
ADVISOR: Shafir, Eldar
- THESIS: 23038  
TITLE: The Blood Exchange: The Effect of the Media on Donations to Blood Banks in the United Kingdom  
AUTHOR: Davis, Gabrielle (2009), Economics Department  
ADVISOR: Reichman, N.
- THESIS: 19004  
TITLE: The Changing Face of Olympic Architecture: A Study of the Mass Media and its Impact on Olympic Design  
AUTHOR: Baccich, Charles Thorn (2005), Architecture School  
ADVISOR: Gandelsonas, Mario

# Research Phases in Mass Media Studies

PHASE 4  
How the Medium  
can be Improved

- THESIS: 18408  
TITLE: Testing Theories of Regulation: A Statistical Analysis of the FCC's Media Ownership Decisions  
AUTHOR: Harbour, Jr., Bruce Hampton (2005), Politics Department  
ADVISOR: Cameron, Charles M., III
- THESIS: 18077  
TITLE: Lies, Slander, Arrogance, and Tilt: An Examination of Bias in the Media Today: Is Regulation the Answer?  
AUTHOR: Blanchard, Richelle Larae (2004), Politics Department  
ADVISOR: Prior, Maikus

# Research Phases in Mass Media Studies

PHASE 5  
Historical  
Examination  
of the Medium

- THESIS: 22170  
TITLE: Managing the Media: A History of Regulation and Concentration in American Radio and Television  
AUTHOR: Extein, Brian E. (2008), History Department  
ADVISOR: Hartog, Hendrik
- THESIS: 20524  
TITLE: ¡Pobre Aguacate! A study of 1950s Puerto Rican Hurricane Perceptions in Documentary and News Media  
AUTHOR: Wright, Grace Rachel (2007), Spanish & Portuguese Lang. & Cultures Dept.  
ADVISOR: Nouzeilles, Gabriela
- THESIS: 19681  
TITLE: Grassroots Media: Analyzing the Past, Present, and Future of South African Community Radio  
AUTHOR: Zureick, Alyson (2006), Politics Department  
ADVISOR: Widner, Jennifer Anne

# Research Approaches

- Qualitative (field observations, focus groups, case studies, ethnography)
- Content Analysis
- Survey Research (often used when studying media effects)
- Longitudinal Research
- Experimental
- Historical Analysis

# Mass Media Studies as Represented in LC Classification

- Mass Media: P87-96
- Journalism: PN 4699-5650
- Broadcast Industry: HE8689-8700
- Advertising: HF5801-6182
- Public Relations: HD59
- Photojournalism: TR820
- Media Law: K4011-4343

...and throughout the various SOCIAL SCIENCES  
(but especially in sociology, psychology, and political science)

# Core Discovery Databases

- [Communication Abstracts](#) (Sage)
- [Communication and Mass Media Complete](#) (EBSCO)
- ABI/Inform and/or Business Source Elite
- LexisNexis Academic
- [World News Connection](#) / [FBIS Daily Reports](#)

[Journalism LibGuide](#) (Audrey)

# Audio-Visual Databases

- [Vanderbilt Television News Archive](#)
- [AP Image Archive](#)
- [American History in Video](#) (newsreel footage)

# Documents

- Federal Legislative Bodies and Regulatory Agencies (FCC, FTC, etc.)
- International Telecommunications Union (UN)

# Microforms

- Underground Press Collection (1963-1985)
- Alternative Press Collection (1986-present)

# Sources of Gray Literature



**The Pew Research Center for the People & the Press**

<http://people-press.org/>

**Journalism.org**

Pew Research Center's Project for Excellence in Journalism

<http://www.journalism.org/>

## **ADVOCACY GROUPS**

- FAIR: Fairness and Accuracy in Reporting (progressive slant)
- Media Matters for America (liberal-progressive slant)
- Media Research Center (conservative slant)
- Accuracy in Media (conservative slant)

# Statistics & Data Sets

- [Biennial Media Consumption Survey](#) - Pew Research Center for the People and the Press / CPANDA
- ICPSR
- [Global Information and Communication Technology Statistics](#) (ITU)
- [TableBase](#)

# Ratings and Circulation Data

- Academic Sector Research vs. Private Sector Research
- [PUL Economics & Finance FAQ](#)
- [Nielsen Media Research](#) - top 10 weekly and year-end lists
- [Nielsenwire](#) (blog)
- [TVWeek.com](#) (Crain Communications) – 2 years' worth of weekly lists
- [Zap2It](#) (Tribune Media Services) – top 20 weekly, season, cable lists
- International Television & Video Almanac (print) – top 100 year-end lists
- *Broadcasting & Cable* (Communication and Mass Media Complete/ Business Source Elite) – weekly ratings
- [Gale Directory of Publications and Broadcast Media](#) (online)
- [World Press Trends Database](#) (World Association of Newspapers)
- [Audit Bureau of Circulations](#)

# Historical Advertisements

So much to choose from....

- [American Broadsides and Ephemera](#)
- [Making of the Modern World Digital Archive](#)
- [Ad\\*Access](#) (Duke)
- [American Memory](#) (LC)
- Smithsonian Museum of American History