



Media Research Methods: Measuring Audiences, Reactions and Impact

Barrie Gunter

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In this book, Barrie Gunter provides a broad overview of the methodological perspectives adopted by media researchers in their attempt to derive a better understanding of the nature, role and impact of media in society.

By tracing the epistemological and theoretical roots of the major methodological perspectives, Gunter identifies the various schools of social scientific research that have determined the major perspectives in the area. Drawing a distinction between quantitative and qualitative methods, he discusses the relative advantages and disadvantages of each approach, and examines recent trends that signal a convergence of approaches and their associated forms of research.

The unique strength of this book is that it discusses the theoretical underpinnings of media research methodologies, and thereby presents a deeper discussion of methodologies than simply whether or not they offer techniques that generate reliable data.

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