

Media Effects Doctoral Seminar **Sandra J. Ball-Rokeach: Fall, 2013**

This course addresses selected traditional and “frontier” issues confronting media theorists and researchers. This is a period of massive transformation that effects change in the very definition of “media.” For our purposes, “media” refer to both traditional mass media production forms -- television, radio, newspapers, magazines, books, etc. -- and new Internet-based forms. Also included are the myriad of specialized-audience media or media targeted to particular ethnic, national origin, lifestyle, taste, community, etc. groups. To one degree or another, course thematic issues reflect contemporary struggles to understand how media, society, and audience are changing and what difference it makes for communication theory and research. They all bear, in one way or another, upon issues of community and civil society.

Textbook

- Bryant, J. & Oliver, M.B., eds. (2009). *Media effects: Advances in theory and research* (3rd ed.). Hillsdale, NJ: Erlbaum.

All supplementary readings will be available in pdf form/Blackboard

Conduct of Class Sessions

Given that this course is a doctoral seminar, students play an active role in shaping class discussion. To that end, students master the reading assignments associated with each weekly topic and come to class prepared with questions, criticisms, and comments. For each assigned reading, one student will be asked to lead off our discussion by providing a **written synopsis** for distribution to the class and a **3-minute** critical review to begin the discussion.

Components of Course Evaluation

Seminar Participation	20
Midterm Exam	25
Final Exam	25
Course Paper	<u>30</u>
	100

Both the midterm and the final will be take-home exams (each 15-page maximum) where the student selects questions to answer from a larger list that I prepare. For the course paper, each student works with me to work out a paper topic that relates to course subject matter. The course paper will take the student into literatures beyond the assigned course readings. Course readings afford good bibliographies for many topics. Please give me **both** hard and electronic copies of your exams and papers.

Seminar Topics and Readings

Week One

Introduction

Week Two

I. Challenges to Iconic Theory, Measures, and Research Foci

1. From Two-Step to One-Step Flow? A Background Debate

- Katz, E. (2006). *Personal Influence*. Introduction to the Transaction Edition. New Brunswick: NJ.
- Bennett H. L. & Manheim, J. B. (2006). The one-step flow of communication. *The Annals of the American Academy of Political and Social Science*, 608: 213-232.
- Bennett, W. L., & Iyengar, S. (2008). A new era of minimal effects? The changing foundations of political communication. *Journal of Communication*.
- Holbert, R. L., Garrett, R. K. & Gleason, L. S. (2010). A new era of minimal effects? A response to Bennett and Iyengar. *Journal of Communication*, 60(1), 15-34.
- Bennett, W. L., & Iyengar, S. (2010). The shifting foundations of political communication: Responding to a defense of the media effects paradigm. *Journal of Communication*, Vol. 60, Issue 1, 35 - 39.

Of Interest/Not Required: Neuman, W. R. & Guggenheim, L. (2011). The evolution of media effects theory. *Communication Theory* 21, 2, 169-196.

Week Three

2. Measurement Issues: Exposure and Exposure to What?

- Dilliplane, S., Goldman, S. K., & Mutz, D. (2012). Televised exposure to Politics: New measures for a fragmented media environment. *American Journal of Political Science* 6: 1-13.

- Ball-Rokeach, S. J. & Wilkin, H. A. (2009). Ethnic differences in health information seeking behavior: Methodological and applied issues. *Communication Research Reports*, Vol. 26, No. 1, pp. 1–8
- Ball-Rokeach, S. J., Gonzalez, C., Son, M. & Kligler-Velenchik, N. (2012). Understanding individuals in the context of their environment: Communication ecology as a concept and method. Paper presented at the ICA Annual Conference, Phoenix, AZ.

3. Which Media? Putting Ethnic and Immigrant Media on the Research Agenda (Part I)

- Wilkin, H., Ball-Rokeach, S. J., Matsaganis, M. & P. Cheong (2007). Comparing the communication ecologies of geo-ethnic communities: How people stay on top of their community. *Journal of Electronic Communication*.
- Matsaganis, M., Katz, V. & Ball-Rokeach, S. J. (2011). *Understanding Ethnic Media: Producers, Consumers, and Societies*. Thousand Oaks, CA: Sage.

Chapter 1: What are ethnic media?

Chapter 9: Ethnic media as local media

Book Prospectus (Optional reading for future reference)

Week Four

3. Which Media? Putting Ethnic and Immigrant Media on the Research Agenda (Part II)

- Seo., M. (2011). Beyond coethnic boundaries: Coethnic residential context, communication, and Asian Americans' political participation. *International Journal of Public Opinion Research*.
- Lin, W-Y, Song, H. & Ball-Rokeach, (2010). Localizing the global: Exploring the transnational ties that bind in new immigrant communities, *Journal of Communication* 60(2): 205-229.
- Georgiou, M. (2008). Urban encounters: Juxtaposition of difference and the communicative interface of global cities. *The International Communication Gazette* 70: 223-235.

Of Interest/Not Required: Felix, A., Gonzalez, C. & Ramirez, R. (2008). Political protest, ethnic media, and Latino naturalization. *American Behavioral Scientist* 52(4) 618-634.

II. Theoretical Approaches

1. Traditional Cognitive/Information Processing Approaches

- A. Bandura, Social Cognitive Theory of Mass Communication, Chapter 6 in Bryant and Oliver (2009).
- R. E. Petty, P. Brinol, and J. R. Priester, Mass Media Attitude Change: Implications of the Elaboration Likelihood Model of Persuasion, Chapter 7 in Bryant and Oliver (2009)

Week Five

2. Priming and Third-Person Effect

- Roskos-Ewoldsen, D. R., Roskos-Ewoldsen, B. & Dillman-Carpenter, F., Media Priming: An Updated Synthesis, Chapter 5 in Bryant and Oliver (2009)
- Domke, D., McCoy, K. & M. Torres (1999). New media, racial perceptions, and political cognition. *Communication Research*, 26: 570-607.
- Perloff, R. M., Mass Media, Social Perception, and the Third Person Effect, Chapter 12 in Bryant and Oliver (2009)
- Tsfati, Y., Ribak, R. & J. Cohen (2004). Parents' third person perceptions regarding the influence of television: Rebelde Way in Israel. *Mass Communication and Society*, 8:3-22.
- Scharrer, E. & Leone, R. (2008). First person shooters and the third person effect. *Human Communication Research*, 34(2), 210-233.

Week Six

3. Parasocial Interaction and Entertainment-Education

- Cohen, J. (2004). Parasocial breakup from favorite television characters: The role of attachment styles and relationship intensity. *Journal of Social and Personal Relationships*, 21: 187-202.
- Moyer-Guse, E. (2008). Toward a theory of entertainment persuasion: Explaining the persuasive effects of entertainment-education messages. *Communication Theory* 18: 407-425

- Murphy, S. T., Frank, L. B., Moran, M. B. & Patnoe-Woodley, P. (2011). Involved, transported, or emotional? Exploring the determinants of change in knowledge, attitudes, and behavior in entertainment-education. *Journal of Communication* 61: 407-431.
- Literat, I., & Chen, N.-T. N. (2013). Communication infrastructure theory and entertainment-education: An integrative model for health communication. *Communication Theory*. Advance online publication. doi: 10.1111/comt.12011
- Dutta, M. J., Anaele, A., & Jones, C. (2013). Voices of Hunger: Addressing Health Disparities Through the Culture-Centered Approach. *Journal of Communication*, 63(1), 159–180.

Week Seven

4. Uses and Gratifications, Media System Dependency, and Agenda Setting (Part I)

- Rubin, A., The Uses and Gratifications Perspective of Media Effects, Chapter 8 in Bryant & Oliver (2009).
- Ball-Rokeach, S. J. & Jung, J-Y (2009). The evolution of media system dependency theory. Pp. 531-544 In R. Nabi & M. B. Oliver, Sage Handbook of Mass Media Effects. Los Angeles: Sage.
- Ball-Rokeach, S. J. (1998). A theory of media power and a theory of media use: Different stories, questions and ways of thinking. *Mass Communication and Society*, 1: 5-40.
- Dearing, J. W. & E. M Rogers (1996). What is agenda-setting? Pp. 1-23. *Agenda-Setting*. Thousand Oaks, CA: Sage.
- Mc Combs, M. & Reynolds, A., News influence on our pictures of the world, Chapter 1 in Bryant and Oliver (2009).

Week Eight

5. Agenda Setting: Part II

- Shehata, A., & Stromback, J. (2013). Not (Yet) a new rra of minimal effects: A study of agenda setting at the aggregate and individual levels. *The International Journal of Press/Politics*, 18(2), 234-255.
- Meraz, S. (2009). Is there an elite hold? Traditional media to social media agenda setting influence in blog networks. *Journal of Computer-Mediated Communication* 14(3), 682-707.

6. Cultivation and Constructing Social Reality

- Morgan, M., Shanahan, J. & Signorielli, N., Growing UP with Television, Chapter 3 in Bryant & Oliver (2009).
- Shrum, L. J., Media Consumption and Perceptions of Social Reality, Chapter 4 in Bryant & Oliver (2009).
- Williams, D. (2006). Virtual cultivation: Online worlds, offline perceptions. *Journal of Communication*, 56: 69-87.
- Eveland, W. P. (2002). The impact of news and entertainment media on perceptions of social reality. In Dillard, J.P. & M.W. Pfau (eds.). *The Persuasion Handbook*. Thousand Oaks, CA: Sage.
- Dixon, R. L. (2008). Crime news and racialized beliefs: Understanding the relationship between local news viewing and perceptions of African Americans and crime. *Journal of Communication*, 58: 106-125.

Week Nine (Midterm Exam Distributed, Covers Weeks 1-8)

7. Discursive Construction of Urban Spaces and Framing

- Matei, S. & S. J. Ball-Rokeach (2005). Watts, the 1965 Los Angeles riots, and the communicative construction of the fear epicenter of Los Angeles. *Communication Mongraphs*, 72: 301-323.
- Tewksbury, D. & Scheufele, D. A. News Framing Theory and Research Chapter 2 in Bryant and Oliver (2009).
- Pan, Z. & G. Kosicki (2001). Framing as a strategic action in public deliberation. In S. D. Reese, O. Gandy & A. Grant (eds.). *Framing Public Life*. Mahwah, NJ: Erlbaum.

- Lecheler, S. & de Vreese, C. H. (2011). Getting real: The duration of framing effects. *Journal of Communication* 61: 959-983.

**Week Ten (Midterm Term Exam Due At the Beginning of Class
and Course Paper Topic Identified)**

III. Selected Effects Issues in Public Discourse

1. Violences

- Sparks, G. G & Sparks, C. W., Media Violence, Chapter 13 in Bryant and Oliver (2009).
- Potter, W., J. and T. K. Tomasello (2003). Building upon the experimental design in media violence research: The importance of including receiver interpretations. *Journal of Communication*, 53(2): 133-156.
- Ball-Rokeach, S. J. (2001). The politics of studying media violence: Reflections 30 years after The Violence Commission. *Mass Communication and Society* 4(1) : 3-18.

2. Knowledge Gap

- Gaziano, E. & C. Gaziano, Social control, social change and the knowledge gap hypothesis. Chapter 5, pp. 117-136 In D. Demers & K. Viswanath, Eds., *Mass Media, Social Control, and Social Change: A Macrosocial Perspective*. Ames, IW: Iowa State University Press).
- Rucinski, D. (2004). Community boundedness, personal relevance, and the knowledge gap. *Communication Research*, 31: 472-495.
- Grabe, M. E., Kamhawi, R., & Yegiyan, N. (2009). Informing citizens: How people with different levels of education process television, newspaper, and web news. *Journal of Broadcasting & Electronic Media*, 53(1), 90-111.

Week Eleven

3. Public Health Campaigns

- Fishbein, M. (2008). A reasoned action approach to health promotion. *Medical Decision Making*, 28(6), 834-844.

- Hornik, R. & I. Yanovitzky. (2003). Using theory to design evaluations of communication campaigns: The case of the National Youth Anti-Drug Media Campaign. *Communication Theory*, 13(2), pp. 204-224.
- Wilkin, H. A (2013). Exploring the potential of communication infrastructure theory for informing efforts to reduce health disparities. *Journal of Communication*
- Gibson, T. A. (2010). The limits of media advocacy. *Communication, Culture, and Change*, 3(1), 44-65.

4. Entertainment and Videogames re: Violence and Enjoyment

- Anderson, C. A., Shibuya, A., Ihori, N., Swing, E. L., Bushman, B. J., Sakamoto, A., Rothstein, H, R. & Saleem, M. (2010). Violent video game effects on aggression, empathy, and prosocial behavior in Eastern and Western countries: A meta analytic review. *Psychological Bulletin*, 136(2), 151-173.
- Ferguson, C. J. & Kilburn, J. (2010). Much ado about nothing: The misestimation and overinterpretation of violent video game effects in Eastern and Western nations: Comment on Anderson et al. (2010). *Psychological Bulletin*, 136(2), 174-178.
- Hefner, D., Klimemt, C., & Vorderer, P. (2007). Identification with the player character as determinant of video game enjoyment. *Lecture Notes in Computer Science*, 4740, 39.

Of Interest/Not Required: Vorderer, P. & Hartman, T., Entertainment and Enjoyment as Media Effects, Chapter 24 in Bryant and Oliver (2009).

Week Twelve

5. Social Capital and Civic Engagement

- Putnam, R. D. (2000). *Bowling Alone: The Collapse and Revival of American Community*. New York: Simon & Schuster.
Thinking about social change in America (Ch. 1, pp. 15-28).
What killed civic engagement? (Ch. 15, pp.277-284).
- Shah, D., Rojas H. & Cho, J., Media and Civic Participation: On Understanding and Misunderstanding Communication Effects, Chapter 10 in Byrant and Oliver (2009).

- Hampton, K. N., Lee, C. & Her, E. J. (2010). How new media affords network diversity: Direct and indirect access to social capital through participation in local settings. *New Media and Society*,
- Jung, J.-Y., Roriumi, K., & Mizukoshi, S. (2013). Neighborhood storytelling networks, internet connectedness, and civic participation after the Great East Japan Earthquake. *Asian Journal of Communication*, DOI: 10.1080/01292986.2013.819930.
- Kim, Y. C. & S. J. Ball-Rokeach (2006). Civic engagement from a communication infrastructure perspective. *Communication Theory*, 16: 173-197.
- Of Interest/Not Required: There are articles in a Special Issue of the *American Behavioral Scientist* 53 (9) that may be of interest.

Week Thirteen

IV. Media Audiences: Legacy and “New” Media

- Livingstone, S., Allen, J. & R. Reiner (2001). Audiences for crime media 1946-1991: A historical approach to reception studies. *Communication Review* 4: 165-192
- Ross, K. & Nightingale, V. (2003). *Media and Audiences: New Perspectives*. Berkshire, England: Open University Press. Chapter 7, New media, new audience, new research? (pp. 146-163).
- Livingstone, S. (2013). The participation paradigm in audience research. *The Communication Review*, 16(1-2), 21-30.
- Baym, N., Campbell, S. W., Horst, H., Kalyanaraman, S., Oliver, M. B., Rothenbuhler, E., ... Miller, K. (2012). Communication Theory and Research in the Age of New Media: A Conversation from the CM Café. *Communication Monographs*, 79(2), 256–267. doi:10.1080/03637751.2012.673753
- Couldry, N. (2009). “The media:” A crisis of appearances. *Globalization Working Paper Series*, Institute on Globalizations and the Human Condition. McMaster University.

Week Fourteen

V. “New” Media: Challenges for Theory, Research, and Practice

1. What’s New?

- Williams, B. A., & Delli Carpini, M. X. (2011). After Broadcast News: Media Regimes, Democracy, and the New Information Environment. New York, NY: Cambridge University Press. Chapter 2: Media regimes and American democracy -> <http://bit.ly/R5LMKZ>
- Kelly, J. (2008). Pride of Place: Mainstream Media and the Networked Public Sphere, *Media Re:public*: Berkman Center for Internet & Society. (14 pp.)
- The Media Consortium (2009). The Big Thaw: Charting A New Future for Journalism. Volume 1, Dissonance and Opportunity. <http://www.themediaconsortium.org/thebigthaw/>

2. Access Issues

- Ball-Rokeach, S. J. (2008). The digital divide. In W. Donsbach (Ed.), *Blackwell International Encyclopedia of Communication*.
- Gandy, O. H., Jr. (2002). The real digital divide: Citizens versus consumers. In L. Lievrouw & S. Livingstone (eds.), *The Handbook of New Media* (pp. 448-460). Thousand Oaks, CA: Sage.
- Hargittai, E., & Hinnant, A. (2008). Digital inequality: Differences in young adults' use of the internet. *Communication Research*, 35(5), 602-621.
- Hampton, K. N. (2010). Internet use and the concentration of disadvantage: Glocalization and the urban underclass. *American Behavioral Scientist* 53(8), 1111-1132.

Week Fifteen

3. Issues of Community, Ethnicity, Mobilization and Media Interplay

- Norris, P. (2004). The bridging and bonding role of online communities. Pp. 31-41 In P. N. Howard & S. Jones (Ed.), *Society Online: The Internet In Context*. Thousand Oaks: Sage.
- Beaudoin, C. E. (2011). News effects on bonding and bridging social capital: An empirical study relevant to ethnicity in the United States. *Communication Research* 38 (2) 155-178.

- De Zúñiga, H. G., Puig-I-Abril, E. & Rojas, H. Weblogs (2009). Traditional sources online and political participation: an assessment of how the internet is changing the political environment. *New Media Society* 11: 553-575.
- Karpf, D. (2010). Online political mobilization from the advocacy group's perspective: Looking beyond clicktivism. *Policy and Internet* 2(4) Article 2..
- Pew Research Center (June, 2010). Neighbors online.
<http://pewresearch.org/pubs/1620/neighbors-online-using-digital-tools-to-communicate-monitor-community-developments>

Final Exam and Course Paper Due: December ?, 2012