

Media Effects Doctoral Seminar
Sandra J. Ball-Rokeach: Spring, 2016

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. -- Internet-based forms and social media. 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.

A number of chapters are assigned from:

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

All 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 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*.
- Weimann, G., Weiss-Blatt, N., Mengistu, G., Tregerman, M. M., & Oren, R. (2014). Reevaluating “The end of mass communication?”. *Mass Communication and Society*, 17(6), 803-829. doi: 10.1080/15205436.2013.851700

2. Which Media? Putting Ethnic and Immigrant Media on the Research Agenda

- 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

Week Three

- 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

- 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.

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 Four

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 Five

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.
- Litera, 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

4. Uses and Gratifications, Media System Dependency

- Rubin, A., The Uses and Gratifications Perspective of Media Effects, Chapter 8 in Bryant & Oliver (2009).

Week Six

- 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.
- Brough, M., & Li, Z. (2013). Media systems dependency, symbolic power, and human rights online video: Learning from Burma's "Saffron Revolution" and WITNESS's hub. *International Journal of Communication*, 7. Retrieved from <http://ijoc.org/index.php/ijoc/article/view/1423>
- Xu, Y. & Chu, Y. (Working Paper, 2015). The antecedents of internet dependency and its consequences for political efficacy: An analysis on a national representative sample in China.

5. Agenda Setting

- 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 Seven

- Shehata, A., & Stromback, J. (2013). Not (Yet) a new era 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.

Week Eight

- Dixon, T. L., & Williams, C. L. (2015). The changing misrepresentation of race and crime on network and cable news. *Journal of Communication*, 65, 24-39. doi: doi:10.1111/jcom.12133
- 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 Monographs*, 72: 301-323.

7. Framing

- 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 Nine

8. Re-Evaluating Cultivation, Uses and Gratifications, Agenda Setting and Framing In the Contemporary Media Environment

- Perloff, R. M. (2014). Mass communication research at the crossroads: Definitional issues and theoretical directions for mass and political communication scholarship in an age of online media. *Mass Communication and Society*, 1-26. doi: 10.1080/15205436.2014.946997
- Cacciatore, M. A., Scheufele, D. A., & Iyengar, S. (2015). The end of framing as we know it and the future of media effects. *Mass Communication and Society*, 1-17. doi: 10.1080/15205436.2015.1068811

III. Media Audiences

- Livingstone, S., Allen, J. & R. Reiner (2001). Audiences for crime media 1946-1991: A historical approach to reception studies. *Communication Review* 4: 165-192
- 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 Ten

- Livingstone, S. (2015). Active Audiences? The Debate Progresses But Is Far From Resolved. *Communication Theory*, 25(4), 439-446. doi: 10.1111/comt.12078
- Gil de Zúñiga, H., Garcia-Perdomo, V., & McGregor, S. C. (2015). What is second screening? Exploring motivations of second screen use and its effect on online political participation. *Journal of Communication*, 65(5), 793-815. doi: 10.1111/jcom.12174

IV. Selected Effects Issues

1. 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., & Yegiyani, 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

2. Approaches to Health Communication

- 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.
- 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.
- Wilkin, H. A (2013). Exploring the potential of communication infrastructure theory for informing efforts to reduce health disparities. *Journal of Communication* 63(1), 181-200. DOI:10.1111/jcom.12006
- Moran, M.B., Frank, L.B., Zhao, N., Thainiyom, P., Gonzalez, C., Ball-Rokeach, S.J., & Murphy, S.T. An argument for ecological research and intervention in health communication. In press at *Journal of Health Communication*.
- Gibson, T. A. (2010). The limits of media advocacy. *Communication, Culture, and Change*, 3(1), 44-65.

Week Twelve

3. 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.
- 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.
- 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.

Week Thirteen

4. 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.
- 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.

Week Fourteen

5. Access Issues

- 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.

V. Hyperlocal and Social Media

- Chen, N.-T. N., Dong, F., Ball-Rokeach, S. J., Parks, M., & Huang, J. (2012). Building a new media platform for local storytelling and civic engagement in ethnically-diverse neighborhoods. *New Media & Society*, 14(6), 931-950. doi: 10.1177/1461444811435640
- Chen, N.-T. N., Ognyanova, K., Zhang, C., Wang, C., Ball-Rokeach, S. J., & Parks, M. (2015). Causing ripples in local power relations: The meso-level influence of a hyperlocal news website. *Journalism Studies*. Advance online publication. doi:10.1080/1461670X.2015.1078738

Week Fifteen

- Thorson, K. (2013). Facing an uncertain reception: young citizens and political interaction on Facebook. *Information, Communication & Society*, DOI: 10.1080/1369118X.2013.862563

- Lee, J. K., Choi, J., Kim, C. & Y. Kim (2014). Social media, network heterogeneity, and opinion polarization. *Journal of Communication* ISSN 0021-9916.
- Jackson, S. J. & Welles, B. F. (2015). Hijacking #myNYPD: Social media dissent and networked counterpublics. *Journal of Communication*.
<http://onlinelibrary.wiley.com/doi/10.1111/jcom.12185/abstract>
- Howard, Philip N., Aiden Duffy, Deen Freelon, Muzammil M. Hussain, Will Mari, and Marwa Mazaid. "Opening closed regimes: what was the role of social media during the Arab Spring?." *Available at SSRN 2595096* (2011).
- Conway, B. A., Kenski, K. & Wang, D. (2015). The rise of Twitter in the political campaign: Searching for intermedia agenda-setting effects in the Presidential primary. *Journal of Computer-Mediated Communication*, 20. 383-380. Doi 10.1111/jcc4.12124

Statement on Academic Conduct and Support Systems

Academic Conduct

Plagiarism – presenting someone else’s ideas as your own, either verbatim or recast in your own words – is a serious academic offense with serious consequences. Please familiarize yourself with the discussion of plagiarism in *SCampus* in Section 11, *Behavior Violating University Standards* <https://scampus.usc.edu/1100-behavior-violating-university-standards-and-appropriate-sanctions/>. Other forms of academic dishonesty are equally unacceptable. See additional information in *SCampus* and university policies on scientific misconduct, <http://policy.usc.edu/scientific-misconduct/>.

Discrimination, sexual assault, and harassment are not tolerated by the university. You are encouraged to report any incidents to the *Office of Equity and Diversity* <http://equity.usc.edu/> or to the *Department of Public Safety* <http://capsnet.usc.edu/department/department-public-safety/online-forms/contact-us>. This is important for the safety whole USC community. Another member of the university community – such as a friend, classmate, advisor, or faculty member – can help initiate the report, or can initiate the report on behalf of another person. *The Center for Women and Men* <http://www.usc.edu/student-affairs/cwm/> provides 24/7 confidential support, and the sexual assault resource center webpage sarc@usc.edu describes reporting options and other resources.

Support Systems

A number of USC’s schools provide support for students who need help with scholarly writing. Check with your advisor or program staff to find out more. Students whose primary language is not English should check with the American Language Institute <http://dornsife.usc.edu/ali>, which sponsors courses and workshops specifically for international graduate students. The Office of Disability Services and Programs http://sait.usc.edu/academicsupport/centerprograms/dsp/home_index.html provides certification for students with disabilities and helps arrange the relevant accommodations. If an officially declared emergency makes travel to campus infeasible, USC Emergency Information <http://emergency.usc.edu> will provide safety and other updates, including ways in which instruction will be continued by means of blackboard, teleconferencing, and other technology.

